A U.S. DEPARTMENT OF COMMERCE WEEKLY

International Commerce

February 6, 1967

Italy: a ready market

International Trade Winds

Company News

SALES—The 3M Co., St. Paul, Minn., has announced the formation of a new international sales subsidiary, Minnesota (3M) de Centro-america, S.A., in Panama. The new operation is 3M's first direct venture in Latin America, where all sales have previously been on an export basis. The Panamanian firm is 3M's fortieth international subsidiary for marketing its line of products. Other Latin American subsidiaries are in Argentina, Brazil, Colombia, Mexico, Peru, and Venezuela.

BANKING—The International Banking Division of The American Express Co., Inc., New York, has announced the opening of new, enlarged offices in the Greek city of Thessaloniki. The new facilities join other American Express offices in Athens and Piraeus. Full commercial banking services will be offered at the new office. American Express banking services are now available in 14 countries.

DATA PROCESSING—Japan Air Lines has become the first worldwide air carrier to subscribe to AIRCON, a new computerized switching and information service provided by RCA Communications, Inc., New York. The computer service will interconnect all of JAL's offices in Europe, North America, Hawaii, and Japan, and will speed connections to offices in the Middle East and Southeast Asia. The service will begin in March when JAL inaugurates transatlantic flights and becomes an around-the-world airline.

AGRICULTURAL PRODUCTS—Cargill, Inc.'s subsidiary, Tradax International, has reached an agreement with the Toyo Futo Co., Tokyo, for the construction and use of new grain storage and handling facilities at Kawasaki, on Tokyo Bay. Toyo Futo will build facilities for handling ocean vessels of up to 52,500 tons, to provide importing services for Tradax, primarily for grain from the United States. Rail, truck, and barge loading services will also be provided at the installation, which is expected to be completed in 1968.

Newsletter

Dynamic duos. The term fits the shows planned for the U.S. Trade Center in Milan that dovetail with international trade fairs or congresses being held in the city at the same time. The Trade Center's Packaging Machinery show was timed with IPACKIMA, the Chemical Processing Equipment show with a world-famous science-technology symposium. Massive, world pull of the Italian shows brought major successes for the Trade Center exhibitors. And more duo shows are on the way.

Hotpack International of Philadelphia predicts sales of its controlled temperature equipment will reach $250,000 in Italy in the current year, following its appearance at the Milan U.S. Trade Center's Chemical Processing Equipment show. Hotpack was one of the U.S. firms whose Trade Center displays went on the floor just in time for the "Chemistry Review 1966" world science symposium in Milan.

Have a new product ready for world markets? Tell American Express, for inclusion of news about it in "Product News International," a new bimonthly in four languages sent to targeted buyers overseas (see I/C, Jan. 2). Responses are directed to a computer center in Amsterdam, evaluated there before being sent to the manufacturer. First four weeks brought 1,165 inquiries.

Just off the press is Arizona's Export and Import Register, a new project of the state Development Board--with the help of Commerce Department's Phoenix Field Office, the state REEC, and others. Copies are being sent to overseas buyers, U.S. Commercial Officers, American Chambers of Commerce, and foreign government purchasing agencies in the U.S. Next Arizona export project: reciprocal trade shows with Mexico.

New overseas markets for Florida citrus pulp will open with the completion of a plant at Tampa by I. S. Joseph Co. of Minneapolis. The plant will pelletize dried pulp, which will be shipped to the Far East and Europe. The "E" award-winning Joseph company has already set up a marketing chain overseas into which the new product will be funneled. Pelletizing was Joseph's answer to the reluctance of shipping firms to transport seed products in bulk form.

NOTICE: This information is offered to preview or provide informally brief and varied comment on Bureau of International Commerce worldwide export and investment promotions. It is not final and does not substitute for the detailed know-how and analysis in our regular news columns.

U.S. Department of Commerce

Alexander B. Trowbridge
Acting Secretary

Lawrence C. McQuade
Acting Assistant Secretary for Domestic and International Business

Lawrence A. Fox
Director,
Bureau of International Commerce

Clarence M. Zens
Managing Editor

Americo A. W. Favale
Director of Graphics

Annual subscription $16.00 ($5.00 additional for foreign mailing). Single copy 35 cents. Domestic subscribers desiring airmail service must submit $25.00 additional for postage. Make remittance payable to the Superintendent of Documents and mail either to any U.S. Department of Commerce Field Office or to the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

All subscription inquiries and address changes should be directed to the Superintendent of Documents at the above address. This is the central distribution agency for all U.S. Government periodicals.

Expressions herein from private sources are meant to stimulate thought toward the solution of problems confronting the international businessman and to provide constructive suggestions, but they are personal opinions. Contents of this publication are not copyrighted unless so indicated. Noncopyrighted materials may be reprinted freely. Mention of source will be appreciated. Use of funds for printing this publication approved by the Director of the Bureau of the Budget on June 17, 1966.

the cover

The 14th century tower of Pisa Cathedral leans a measureable 14 feet from the perpendicular and provides instant identity with Italy's past. The 20th century tower of the Pirelli company in Milan leans only because of the cameraman's perspective; it offers identity with the Italy of today. The two structures serve to introduce a special section, "Selling in Italy Today," that gathers together the practical advice of experienced American observers of the current Italian commercial scene. It begins on Page 2.

February 6, 1967

Volume 73
Number 6

International Commerce

Published by
Bureau of International Commerce

Special Report

Selling in Italy Today:
15 On-the-scene articles
Pages 2-28

Minnesota Firm Wins Presidential Recognition 30

A. R. Wood Co. gets 'E' award for excellence in increasing exports of its chicken brooders and feeders

Monthly List Explores Export Promotion Dates 32

A look ahead at U.S. trade fair and trade center shows, trade missions, and other openings on the 1967 list

United Nations to Undertake 71 Projects 41

Items range from large-scale pre-investment studies to a variety of advisory and training services

MISCELLANEOUS—Commission calls for worldwide patent system 29

Commerce unit will approve free entry for technical imports 29

AMA Mexican center to feature seminars, interpreter services 29

FOREIGN GOVERNMENT ACTIONS—EEC sets tariff quotas, suspensions 37

South Africa eases import curbs, moves many items to free list 38

INVESTMENT OPPORTUNITIES—Reports available on Venezuela 39

Moroccan business group seeks partner in fisheries venture 40

WORLD TRADE OPPORTUNITIES—Jamaica asks bid prequalifications 43

PANE
7 6
5 4 3
2
1 1
MINIMAX SUPERMARKET

GROWING PROSPERITY OF ITALIANS creates openings for U.S. suppliers. Minimax store above carries 7000 food items—1200 from U.S. (See article, p. 8).

SELLING IN ITALY TODAY

Market has bounce again

Imports from U.S. at record levels after two-year slowdown

By THEODORE J. HADRABA
Counselor for Commercial Affairs
U.S. Embassy, Rome

The resilience of the Italian economy in recovering from recessionary setbacks and its capacity for industrial and commercial progress make the Italian market attractive and profitable. The growing prosperity of the Italians is creating new opportunities for American business.

Italy already imports substantial quantities of U.S. goods. In recent years, only the Federal Republic of Germany has supplied more of Italy's imports than the United States. Growing levels of income, manufacturing, processing, and trade are establishing new records and raising market potentials for equipment, raw materials, and consumer products.

Imports from the United States, which currently account for about 13.5% of Italy's total, have grown steadily during the so-called miracle years, from $375 million in 1959 to an unprecedented peak of $1,042 million in 1963. The economic recession which began in late 1963 caused imports from the United States to decline slightly below the $1 billion mark in 1964 and 1965.

Recovery, however, gained momentum in late 1965 and generated a burgeoning optimism among industrialists and businessmen, and a resurgent economy which required rising levels of purchases from abroad.

On the basis of Italian statistics for Jan.-Aug. 1966, it seems reasonable to expect that purchases of U.S. products and materials established a new peak for the full year, with a probable magnitude of $1.1 billion.

The outlook for 1967 is even more hopeful, with greater opportunities for U.S. business. Imports from the United States are likely to exceed the $1.1 billion level by as much as $100 million.

At the time of the disastrous floods last November, there was an initial feeling that the gains made in recovery from the recession would be virtually wiped out and the economy would fall back into a depressed state.

Impact localized

The losses in livestock, agricultural damage, personal and business property, automobiles, and works of art were of course tragic. Despite these heavy losses, however, many of which are still being counted, the impact on the economy was localized to certain agricultural and cultural areas such as Florence and was not as staggering in its overall effects as at first believed.

Moreover, damage to the relatively limited industrial facilities in the affected areas was considerably lighter. One likely result of the tragedy is that Italian industry may be stimulated to even higher levels of activity to replace the lost inventories, machinery and equipment, furniture, and other household items and appliances.

Some of the new demand stemming from the disaster will be met from increased imports. The chief additional import requirements are likely to be in livestock, grains, hides and skins, some machinery, and consumer durable goods.

The year 1967 promises to be a prosperous one for Italy and for Americans with business interests in Italy. The Italian recession is over. Manufacturing activity is at its highest level, with a probable need for expanded facilities as utilization approaches full capacity.

In turn, raw material requirements are multiplying as output grows. Higher levels of purchases are expected as businessmen replenish stocks which have been drawn down by growing demand.

With rising levels of affluence among Italians, purchases of consumer items are on the increase.

The program for the development of the South, with its incentives for investment in productive enterprises, has been extended until 1980 and should continue to provide good opportunities for sales of plant, equipment, materials, and know-how.

One of the recent developments in Italy which augurs well for expanded U.S. sales is the growth of installment purchases. As discussed in a separate article in this issue, more Italians are buying more merchandise on a credit basis, and the market is expanding accordingly. This is particularly true for refrigerators, washing machines and other household appliances.

Personal touch

The prospects for the sale of water desalting equipment, the subject of another article in this series, are excellent for the near future. The water-short areas in Southern Italy will soon have to cope with this persistent water problem through the installation of equipment for the conversion of brackish or sea water to fresh water.

Although the potential for higher levels of U.S. sales is great, the market requires personal attention. The channels of distribution are not always ideal and evaluations would have to be made as to the type of agent or distributor needed.

Supermarkets, which are developing at a rapid rate, are large outlets for many products, but their operation is frequently challenging. Despite the difficulties, large volumes of business are done through this marketing medium as indicated by the Brandon Brothers in their article on Minimax.

The industrial triangle of the North—linking Milan, Genoa, and Turin—constitutes the biggest market area in Italy for machinery, materials and a wide range of American products, including consumer products.

The U.S. Trade Center in Milan has been instrumental in tapping a significantly large share of the Italian market for U.S. products. Although the amount of new business generated through the Trade Center is difficult to assess, a reasonable estimate would place it at about $40 million for its first three years.

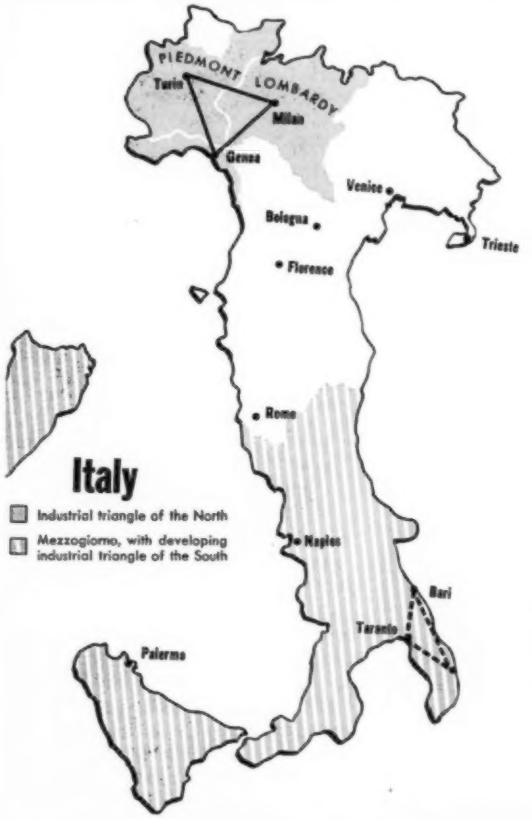
The current concern over the so-called technological gap between the United States and Italy, as well as other European countries, has focused special attention on American know-how and equipment. Consequently, an even greater affinity of Italians for American equipment and products embodying the latest in American technology should develop.

Large potential

There is no question that a good market and large potential exists here in Italy. American businessmen can take advantage of it but they must exert some effort to win a share of it. Competition from other suppliers is on the increase and U.S. business must meet that competition on a price, quality, delivery, and service basis.

The American businessman who travels to Italy for business purposes and then becomes too deeply enthralled with sightseeing, restaurants, night spots, and other tourist attractions finds his visit to be enjoyable but often goes home with little or nothing in the way of orders.

On the other hand, if he gives as much attention to trade promotion in Italy as he does in the United States, his visits can be profitable as well as enjoyable.


PIEDMONT
LOMBARDY
Turin
Milan
Genoa
Venice
Trieste
Bologna
Florence
Rome
Naples
Bari
Taranto
Palermo
Italy
▨ Industrial triangle of the North
▥ Mezzogiorno, with developing industrial triangle of the South

Selling in Italy Today: a special 27-page report

From experienced American observers of the current commercial scene in seven major Italian cities comes this special INTERNATIONAL COMMERCE report. It was first planned in the Commercial Section of the U.S. Embassy in Rome; there the articles were reviewed and edited as they were completed around the country.

The 27-page guide on how to sell in today's Italian markets begins with a general national assessment, by the Embassy's Counselor for Commercial Affairs, the top U.S. Commercial Officer in the country. It turns first to a description of the major channels of distribution in Italy. This is followed by studies of new departures from older Italian consumer buying patterns: the appearance of supermarkets, the arrival of installment buying, the popularity of electrical appliances in Italian households.

Moving around the nation, the report measures the impact of the U.S. Trade Center in Milan, the importance of the Milan-Turin-Genoa "Northern Industrial Triangle" (with individual articles on each city), the role of the American Chamber of Commerce in Italy, the outlook for the Trieste "gateway," and the opportunities in the resurgent South of Italy and Sicily.

A map of Italy's commercial and economic resources is on Page 11. Brief biographies of the various authors are found on Page 27.

ITALY'S DISTRIBUTION SYSTEM is still heavily oriented toward the small independent retail outlet.

SELLING IN ITALY TODAY

Improving distribution network will open way to remote markets

Receptivity of buyers cancels out distribution problems; U.S. exporters urged to study markets outside northern area

By JOHN A. BOYLE
Commercial Officer
U.S. Embassy, Rome

American businessmen first entering the Italian market are often dismayed to learn that the efficient distribution systems with which they are familiar in their U.S. operations are not equally available in Italy.

Distribution in Italy, whether retail or wholesale, is greatly fragmented. Learning to live with Italy's general distribution system is often the biggest hurdle for the U.S. exporter. However, the difficulties of distribution in Italy, annoying though they may be, are offset by the receptivity of the Italian market to U.S. goods.

In 1965, Italy purchased $988.5 million worth of goods from the U.S. This is prima facie evidence that U.S. exporters are well aware that access to the Italian market is not difficult.

Genoa, Naples, Livorno, Trieste, and several other Italian ports are the gateways through which the bulk of U.S. goods enter Italy. The increasing use of air freight shipments has also made the Rome, Milan, Naples and Venice air terminals important ports of entry for U.S. goods.

On the ground, Italy's road and rail network has improved considerably in the past decade and greatly facilitated the interchange of goods with the rest of Europe. Italy is linked with France by two trans-Alpine tunnels—San Bernardo and Monte Bianco—completed in 1964 and 1965 respectively, and a third tunnel is under consideration. The Monte Bianco and San Bernardo tunnels can handle a combined capacity of 1,100 cars per hour, or 26,400 a day.

The growth of the Italian highway system in the post-war period has been phenomenal. In 1950 Italy had a little over 300 miles of autostrade, or turnpike roads, while today it has about 1,400 miles. By 1969 a 155-mile four-lane autostrada will traverse the Apennines connecting Naples with Bari.

Italy's famous "Autostrada del Sole", the most beautiful and safest highway in the world in the opinion of many traffic engineers, will add another 276 miles to its current 501-mile length from Milan to Salerno. The new addition, which should be completed by 1969, will go from Salerno along the coast and terminate in Reggio Calabria opposite Messina, Sicily's main port. These new highways will facilitate access to markets in southern Italy and promote the economic progress of the area.

However, despite the ready accessibility of the Italian market, there are still difficulties in insuring effective distribution in Italy, including: 1) the disproportionate concentration of population, industry and wealth in the north, and the consequent neglect of other markets in Italy because they appear too small or too far away;

2) the generally smaller scale of Italian merchandising establishments and their lack of country-wide branch outlets; and

3) as a result of the first two conditions, there are lower expenditures for public relations activity, advertising and other sales promotional efforts devoted to marketing in areas outside of Italy's prime northern market area.

Major areas

Milan, the country's financial and industrial capital; Turin, Italy's automobile capital, and Genoa, Italy's major port and the Mediterranean's leading port, bound an area known as the industrial triangle. This area, in which 13 million people live, constitutes Italy's most lucrative market.

But there are other important market areas in Italy. Rome, the nation's capital, has a population of 2.6 million and serves as a distribution hub for central and southern Italy. Naples, a large port city that serves Rome, also contains a sizable amount of industry. The Rome-Naples area offers a market area of about ten million customers. Another potentially important market is the Bari-Brindisi-Taranto area. This area which has a population of 3.5 million has received heavy government aid through the "Cassa per Il Mezzogiorno", or "Fund for the South", for development purposes. A number of leading Italian and non-Italian companies have begun or plan to begin operations in this area, principally in the fields of iron and steel and machinery production, and petro-chemical operations.

Given the heavy influx of Italian governmental aid and the movement of private industry to the Bari-Brindisi-Taranto area, within three to five years it will probably become one of Italy's more important leading market areas.

Sicily is another area where increased private enterprise efforts and governmental aid have resulted in big economic strides in recent years. Its projected future development qualifies it for close scrutiny in the medium and long term marketing plans of U.S. exporters to Italy.

Unlike the United States, relatively few Italian firms or agents have sales organizations that effectively cover all of Italy. The nation's marketing system is characterized by small size establishments, as opposed to medium or large sized institutions. As of June 30, 1964 Italy had 724,073 retail outlets that employed 1,440,000 persons.

In 1961, Italy did a per shop business of $12,734, while comparable figures for the United States in 1958 were $135,649 and for the United Kingdom in 1957 were $71,305. For the same years business per employee was: Italy—$8,870; United States—$22,015; and, United Kingdom—$15,872.

Finally, 1964 figures indicate that Italy has one shop for every 55 inhabitants, France one for every 105 inhabitants, and United Kingdom one for every 90 inhabitants.

These statistics indicate that Italy's distribution system, more than any other European country's, is heavily oriented toward the small independent retail outlet.

In selecting an Italian representative to distribute goods, U.S. exporters will have to decide whether they wish to grant exclusive or non-exclusive representation rights.

Check finances

They should determine if their agent in Milan, for example, really has the finances and sales force to cover the Rome-Naples areas as well. If he does not, then it may be desirable to grant exclusive sales agencies on a regional basis, so the product gets maximum effective countrywide exposure.

Before selecting potential agents or distributors, exporters should learn as much about them as possible. The Department of Commerce's Trade Contact Surveys and World Trade Directory Reports (WTDR's) can give invaluable help in this area.

Depending on the nature of the product, and the type of market envisaged for it, U.S. exporters may wish to engage in an advertising or public relations campaign to introduce it and to keep it before the Italian public. Whether such public relation expenses should be borne by the U.S. principal, the Italian representative or jointly shared by them is a matter for decision on a case by case basis.

In 1965 Italy had a per capita advertising expenditure of $6, which amounted to 0.6% of its total GNP. This was one of the lowest per capita advertising expenditures in Western Europe, but these expenditures have been on the up-swing and advertising will play an increasingly important role in Italy's economic life.

Many of the public relations and advertising firms located in Italy also provide specialized market research and advice as to the best type of advertising media or public relations program to present goods to a particular market.

Another important form of public relations is customer contacts. Correspondence and sales literature in English directed to the larger Italian firms already active in international trade is normally permissible.

However, when writing to medium sized and small firms which may not be prepared to handle such correspondence, U.S. businessmen should ascertain whether they can handle the English language. Many can, but some cannot.

In these latter cases, the expense of having letters and some sales literature translated into Italian is minor compared to the potential results to be obtained. Prices should be quoted c.i.f. Italy rather than f.o.b. New York, and measurements should be in the metric system.

This will require a bit more effort, but the European competition is doing these things, and U.S. firms could be handicapped if they failed to follow suit.

Diversity wanted

Italy's modern consumer wants to select from a diversity of products, both domestic and foreign, and wants the price savings that only large scale distribution channels can offer.

The Government of Italy, as well as the nation's leading businesses, are fully cognizant of the need to modernize its distribution system. Thus, the trend of the past five years has been one of a large increase in the number of Italian department stores, supermarkets and Woolworth type stores.

A significant recent development has been the entrance of a number of Italy's major financial holding companies.

In light of these developments, it is estimated that Italy's mass marketing capacity may be trebled by 1971.

U.S. GOODS destined for sophisticated market areas in Italy usually roll right to their destination, while those going to smaller markets can run into problems. Below, the Port of Genoa.

WASHING MACHINES AND REFRIGERATORS ARE PLENTIFUL in Italy, but other U.S. home appliances should sell well, as more and more Italians enter the market for goods once considered luxuries.

SELLING IN ITALY TODAY

Appliance market: how good? it depends on point of view

Improved living standards spur demand for consumer imports but nation makes its own refrigerators and washing machines

By ALBERTO CRISTOFANETTI
Industrial Specialist
U.S. Embassy, Rome

Remember the tale about the two town characters who chanced upon a discarded bottle of wine. The pessimist, inspecting the bottle, lamented "It's half empty" while the optimist immediately countered with "No, it's half full".

The Italian market for household appliances is somewhat like that bottle of wine. In 1965, 55% of Italy's 14 million families owned refrigerators, 49% television sets, 23% washing machines, 13% floor polishers, 32% gas cooking ranges, 8% vacuum cleaners and 17% electric boilers.

These are impressive statistics, but U.S. manufacturers and exporters should be aware that there is still a vast untapped market for U.S. household appliances in Italy, as well as the normal market for replacement of obsolescent household appliances.

Ready for more

During the difficult years following World War II, the average Italian consumer could only dream of possessing such luxuries as a household refrigerator or a vacuum cleaner.

However, with today's highly improved standard of living, the continually rising per capita income, and overall economic well being, millions of Italian families have not only realized this dream but are now ready to make increasingly larger purchases of modern types of electrical household appliances.

This situation presents U.S. industry, which possesses the world's most advanced equipment in this field, with a valuable opportunity to sell in the Italian market.

At the end of World War II the Italian industry for the manufacture of household electric appliances consisted of a few rather small firms. In 1949, however, in response to the heightened demand for consumer household appliances, the existing industry began to modernize and expand its production facilities.

Outstanding progress

By 1957 the industry had made outstanding progress through the conclusion of licensing agreements with foreign manufacturers, extensive market research, the installation of modern production equipment, and the training of technicians and skilled workers for plant operation.

The Italian household appliance industry's products, particularly household refrigerators, are highly competitive in quality and price with foreign production. At present Italy has over 120 companies manufacturing household electric appliances, although about 70% of the total output of refrigerators and washing machines is produced by six major firms.

Italy is Europe's largest producer of household refrigerators and washing machines. In 1965 it produced 2.6 million refrigerators valued at $143 million, of which $89 million were exported, and 1.5 million washing machines valued at $140 million, of which $44 million worth were exported.

Other household appliance products produced in large quantities and which are also major export items are floor polishers, grinders, fans, electric boilers and cooking ranges.

Although Italy is a major producer of household consumer products it also has significant imports of dishwashers, vacuum cleaners, electric razors, electric irons and hair dryers. In 1965 total imports in the household appliance sector, excluding refrigerators and washing machines, amounted to $9.6 million, compared with total exports of $7.2 million.

Manufacturers of radios, television sets, phonographs and tape recorders for home entertainment also made considerable progress after the war. About 50 firms currently operate in this sector but 15 of the larger companies account for the bulk of production.

In 1965 this production totaled 1,195,000 radio receivers, 209,000 car radios, 1,042,000 television sets, 430,000 phonographs and 175,000 tape recorders. In the same year imports were $15 million and exports $18.6 million.

Italy is a large net importer of electronic components such as picture tubes, vacuum tubes, transistors, condensers, and resistors, which are used by the industry manufacturing home entertainment equipment.

American industry and its techniques in the manufacture of household electric appliances are well represented in the Italian market under various forms.

Many American firms have been attracted by Italian legislation designed to encourage foreign investments in productive enterprises and have set up subsidiaries and entered into joint ventures with Italian companies. In this way U.S. design, technical assistance, know-how, and, in many cases, production machinery and equipment were supplied to the Italian industry.

High standards

Appliances made by these firms meet the same high quality standards of similar products made by the U.S. parent company, although they may differ in size and style for adaptation to Italian homes and tastes.

For example, Italian homes generally have small kitchens, with the consequence that refrigerators and washing machines are usually smaller than their U.S. counterparts.

In the field of refrigerators and washing machines the American investment in production facilities in Italy is rather small. It is substantially higher in other sectors, such as the manufacture of television, radios, and air conditioning equipment.

U.S. licensing agreements with Italian manufacturers for the production of household appliances and components have been numerous and highly successful.

For example, Italian industry at one time used to import all its sealed compressors for household refrigerators mostly from the United States. Subsequently, two Italian manufacturers concluded licensing agreements with two large American producers to make these compressors in Italy.

This agreement was so successful that in 1965 the two Italian companies produced a total of 3.5 million sealed compressors, of which 1.5 million were exported, mostly to the Common Market area.

However, compressors continue to be imported from the United States along with other components for refrigerators and refrigerating equipment.

Italian industrialists have a high regard for U.S. technology and the achievements of U.S. industry. Thus licensing agreements between U.S. and Italian firms will continue to be an important factor in the Italian household appliance industry.

The Italian Government favors these arrangements and royalty payments abroad arising from licensing agreements can be effected without difficulty.

For improved output

The household appliance industry is interested in maintaining its strong position in the domestic and European market. Consequently, it is prepared to purchase technically advanced equipment that will improve the quality and quantity of its output.

The United States is already an important supplier of specialized machinery such as drawing presses, welding equipment, highly specialized machine tools and finishing and metal surfacing equipment.

American manufacturers and exporters should be alert in introducing new processes and techniques into the Italian market, particularly automated equipment for the larger Italian users. There is also a good market for flexible integrated multi-purpose equipment capable of working on a variety of shapes and sizes of products for the many smaller users.

Sales of U.S.-made electric household appliances in Italy meet stiff competition from domestic and other foreign firms, particularly from the EEC countries, which have the benefit of lower customs and transportation costs.

Others must compete

This does not mean, however, that the higher duty applicable to United States products presents an insurmountable barrier, as the EEC goods also have to compete with the Italian and American products in quality and in appeal to the Italian taste. In 1964 and 1965, the recession years of the Italian economy, imports of U.S. household domestic appliances slowed down, but the economy has regained its momentum and American exporters who make the necessary efforts can recover and increase their share of the Italian market.

ESSO
ESSO EXTRA

ITALIAN CONSUMERS are familiar with many American advertising symbols. The ESSO tiger, shown here enticing customers into a Sicilian gas station, is almost as popular abroad as in U.S.

Electric can openers, knife sharpeners, knives, hair dryers, fryers, rotisserie and barbecue equipment, mixers, blenders, alarm clock radios, radio and television sets, air conditioners, humidifiers, dehumidifiers, toasters, ice crushers, vibrators, and razors imported from the United States have good sales possibilities in Italy. The U.S. industry enjoys an excellent reputation for the quality of these items in Italy.

Strong effort needed

A particularly strong effort would be required by U.S. companies to sell refrigerators, washing machines and cooking ranges in view of the Italian industry's strength in these fields.

Successful sales in Italy depend on methods and sales techniques which, above all, include: (1) adapting and modifying products to meet local requirements, particularly wiring the electric motors of the various appliances to meet the characteristics of Italian electric current; (2) effecting prompt delivery to retailers from stocks at hand; (3) training sales and service personnel of the local agent; (4) contributing to advertising and other market promotion programs; (5) offering similar credit terms to those provided by Italian and other competitors; (6) providing sales brochures or instruction in Italian; (7) establishing service organizations adequately stocked with spare parts at strategic points within the sales territory.

SELLING IN ITALY TODAY

Supermarkets sprout amid remains of bustling older civilization

Castro victims in Havana, brothers make new start in Rome; shoppers respond to stores' efficiency; Latin flavor emphasized

By RALPH AND DAVID BRANDON
Minimax Supermarkets, S.p.A., Rome

Little would one imagine as he rides past the ruins of the Forum and the Coliseum or the Temple of the Vestal Virgins, that there are several supermarkets in Rome among the most imaginative anywhere.

These four markets, which operate under the name of Minimax Supermarkets, S.p.A., range in size from a minimum of 20,000 sq. ft. to 50,000 sq. ft. They combine American efficiency with Latin flavor.

The first store in the chain opened in November, 1964 in E.U.R. (Esposizione Universale Roma). This section was orginally developed by Mussolini for exhibitions, conventions and political functions. Now it has become one of the most beautiful governmental, commercial and residential sections of Rome.

In 1965, a second store opened in Piazza Pio XI near the Vatican. The year 1966 saw the opening of two more stores, one in the lower income Tuscolana section and one in the section called Boccea. Both of these markets range from 40,000 to 50,000 sq. ft. Each contains a trout pond where customers may select their own catch, and an attractive, electrically operated aquarium.

Each store is equipped with a large tavola calda (hot table) which is most popular with the Italian public. There are large, open-fire rotisseries for roasts or turkeys, or even suckling pigs.

Perhaps the greatest attraction is a nursery decorated in Lilliputian style with an attendant to care for the children while mothers shop. The nursery is equipped with backboards, desks, chairs and games as well as wooden animals for young children to ride on.

The Minimax group was highly successful in organizing the first supermarkets in Latin America some 20 years ago, despite the then prevalent opinion that Latin ladies would never be seen pushing carts. Before the advent of Castro in Cuba, Minimax had a thriving business comprising 14 supermarkets in Havana.

FRUIT STANDS such as this, and a variety of specialty shops, are being replaced by supermarkets in Italy, where authors of accompanying article have established four up-to-the-minute stores in Rome.

After the Castro confiscation, the management of Minimax was forced out and the Brandons and their associates were on the lookout for a country where supermarkets were needed.

Why Italy? It was chosen by the Brandon brothers and their associate, Alvin Kline, because it was wide open for modern merchandising methods in the retail grocery field.

By 1964 there were probably something over 200 supermarkets in all of Italy, a good many of which were not supermarkets at all by American standards. Milan had the best chains, for a total of some 25 markets. Rome had about a dozen, Florence about six.

Housewives in Rome did 98% of their marketing by going from one "specialty" shop to another (poultry in one, beef or lamb in another, vegetables or fruit in a third, canned goods in still another). To this day she can only purchase her salt and matches in a tobacco store.

Offered alternative

The only alternative to this was the open market where the merchandise was crudely displayed and the assortment poor, and where shopping could be extremely unpleasant in bad weather. The Brandons believed that Romans would respond favorably to supermarket methods if they were given:

1) an attractive atmosphere, 2) a wide assortment, 3) reasonable prices, 4) good lighting, and 5) polite service.

With this conviction, modern and efficient equipment was purchased, while every effort was made to retain the Latin flavor.

All Minimax stores occupy two floors connected by escalators. On the street level, over 7,000 different food items are available, including approximately 1,200 American products. The bulk of the remaining 6,000 food items are mainly from Italy and the Common Market countries. In addition, some 62 other countries add to the variety available.

The lower floor carries a large variety of non-food items. All types of household goods, textiles, toys, stationery and clothing are on display.

Doing retail business in Italy is not easy. Most government officials and businessmen are delightful, polite people who try to be helpful, but the city is eternal and consequently it seems to make little difference at times whether something is accomplished in a day or a year.

A separate license is required for each store and it may take up to a year or more to get one. Furthermore, locations at anything approaching reasonable prices are almost impossible to obtain. Parking, even in the newer areas, is difficult.

It is not prudent to rent a building until a license is in hand. However, by the time a license is received, perhaps up to a year later, it is likely that the property under consideration may no longer be available.

Expansion planned

Despite the many frustrations, there is gratification and profit to be gained in a supermarket venture in Italy. Dealing with the Italian people has been a most satisfactory experience. They are adventurous in trying new products and are especially interested in American wares.

Minimax expects to have no less than 25 markets in Italy within the next three years so that the phrase "Meet me at Minimax" can become even more of a housewives' slogan.

Rules for commercial travelers

The Italian Government requires no visa of U.S. citizens, provided they do not expect to stay in Italy for more than 90 days and do not expect to work while there. A visa can be obtained free of charge from the Italian Consulates in the United States. See the Business Contacts articles in this issue for their addresses.

However, like every traveler in Italy, the commercial traveler must obtain a sojourn permit within three days of arrival by notifying the local police of his presence. The permit is generally secured by the hotel or pension where the visitor registers. If he resides with friends or in a private home, he must register personally at the nearest police station. Notifying the police constitutes application for sojourn permit.

The traveler who, after arriving in Italy, decides that he would like to stay for more than 90 days must obtain an extension of his sojourn permit, valid for an additional stay of 90 days, or a residence permit, valid for a period of one year. These permits are issued in writing by the local police.

SELLING IN ITALY TODAY

'Buy now, pay later' catches on as prospering Italians increase use of industrial, consumer goods

Installment plan buying became popular only in last decade; 1964 restrictions on credit buying lifted as economy rallies

By ROY R. MELONE
Commercial Specialist
U.S. Embassy, Rome

Selling on installment credit is becoming more widespread in Italy. Italian businessmen—industrialists, traders, distributors, agents, and retail merchants—are becoming increasingly convinced that the "Buy Now, Pay Later" concept is an important factor in enhancing the volume of sales and profits.

This development is of special interest to American businessmen who are in a position to take advantage of new opportunities for sales on credit terms.

Installment sales have been known for a long time in Italy. It was only during the last decade, however, that they have grown at a fast clip. In addition to expanding domestic sales of capital goods and consumer items, installment sales have generated a large volume of imports from the United States. Such imports have included industrial and agricultural machinery and equipment, raw materials and semi-finished products used in the production of merchandise sold on installment payments, and a variety of consumer goods.

Capital goods first

Selling on the installment plan was first introduced in Italy in the field of capital goods, and played an important role in the industrial development of the country. Through this kind of credit numerous manufacturing, mining and construction firms were able to meet their needs for machinery and equipment and thus give impetus to the expansion and modernization of Italian industry.

The payment terms usually granted in sales of manufacturing equipment range from 180 days to five years, with the buyer making an initial cash payment and then settling the balance in monthly, quarterly, or semi-annual installments.

Items most frequently sold on installment credit include various types of industrial, communication and transportation equipment, but especially tractors, farm machinery, mining machinery and equipment, machinery for making bricks and tiles, marble and stone-working machinery, machinery for the chemical and food industries, wood-working machinery, plastics working machinery, machinery for the tanning and rubber industries, textile machinery, motor trucks, motor buses, and other industrial vehicles.

The sale of consumer goods on credit was extremely limited in the years prior to and immediately after World War II. Incomes were low and the average Italian had hardly enough money to buy food and clothing for himself and his family.

Exceptional growth

This situation changed in the years after 1950, when the Italian economy experienced a period of exceptional growth. Incomes increased at a remarkable rate and the standard of living improved considerably. This gave rise to a growing demand for such goods as automobiles, refrigerators, television sets and all kinds of electrical household appliances, previously the privilege of a few.

Accompanied by easy credit terms, this climate favored the development of installment sales, which soon became very popular.

Although still far behind other countries, especially the United States, installment selling has reached substantial proportions in Italy and is responsible to a large extent for the expansion of the Italian consumer market.

Prevailing terms of payment for durable consumer goods call for an initial down payment varying from 10 to 20% of the price. In most cases payment of the balance is made over a period of 24 months or more.

A survey made in 1962 by MISURA, a private research organization in Milan, disclosed that installment sales accounted for 52% of sales of television sets, 45% of motorcycles, 42% of automobiles, 42% of refrigerators, and 33% of washing machines.

The survey estimated installment sales in 1962 at the equivalent of $800 million, or about 3.2% of the $26.4 billion of national consumer spending in that year.

A 1964 survey made by DOXA, another private research organization in Milan, indicated that at that time about 23% of the families interviewed had made installment purchases. The items most frequently purchased on installment plans appeared to be, in the order of importance, household electrical appliances including television sets and radios, clothing, furniture, and automobiles.

Other products widely sold on the installment basis include books, plumbing and heating equipment, sporting goods, jewelry, and musical instruments.

The amount of installment debts outstanding at the time of the survey averaged $364.80 per family. Total Italian installment indebtedness was estimated to be in the magnitude of $1.2 billion, representing approximately 3.5% of national consumer expenditures in 1964.

Overheating of the economy in 1964 fanned inflationary pressures. Wage rates had risen by 43% in the previous two years. The demand for consumer goods, aided by easy credit and wide-spread installment selling, was growing faster than the economy could afford.

Among the steps taken by the Government to curtail consumer demand was the enactment of a law in September of 1964 to regulate installment sales. Under that law the down payment on installment credit purchase of certain items cannot be less than 25% of the list price. The balance must be paid in not more than 24 monthly installments.

This law covers purchases of television sets and electric household appliances priced in excess of $160; radio receiving sets and sound recording machines priced in excess of $96; still and movie cameras and projectors priced above $80 (except apparatus intended for scientific, professional, industrial and handicraft use); pleasure craft and related engines priced in excess of $160; motorcycles and passenger cars.

Exceptions

The legislation permits the temporary exclusion of certain items from its provisions or a modification of the limitations in accordance with changing economic conditions.

This flexibility of the law was utilized following the improvement in the general economic situation. Consequently, television sets, electric household appliances, radio receivers, motorcycles, and passenger cars have been recently freed from the limitations of credit sales.

Installment sales in Italy are made with the stipulation that title to the goods sold remains with the seller until the last installment is paid. Consequently, the seller is protected from claims against the merchandise by other creditors of the buyer.

Moreover, in the case of machinery, if the sales contract was recorded in a special register maintained by the district courts, the seller retains title to the machine regardless of who may have physical possession of the equipment. Protection from claims by any outside source is thereby assured.

Sales contracts on installment credit for machinery—as well as motor vehicles, aircraft and vessels—usually provide for a lien (generally known as a privilege) against these properties on behalf of the seller. Under these circumstances, the lien may be established in favor of a bank or other lending institution which makes the funds available to pay the seller.

The seller can therefore be relieved of any right to the equipment, but the lending institution maintains a charge against the equipment until it is fully paid.

Italian industrialists seeking to purchase new machine tools and production machines on installment credit find that it is made more readily available through the lien procedure. This is so because the credit granting institution can reduce its risk of collection for the bill of exchange drawn on the buyer of the machines by using the lien as security for payment of the bills of exchange. Moreover, bills thus secured by liens are more easily negotiable in Italy and abroad than ordinary commercial bills of exchange.

Special procedure

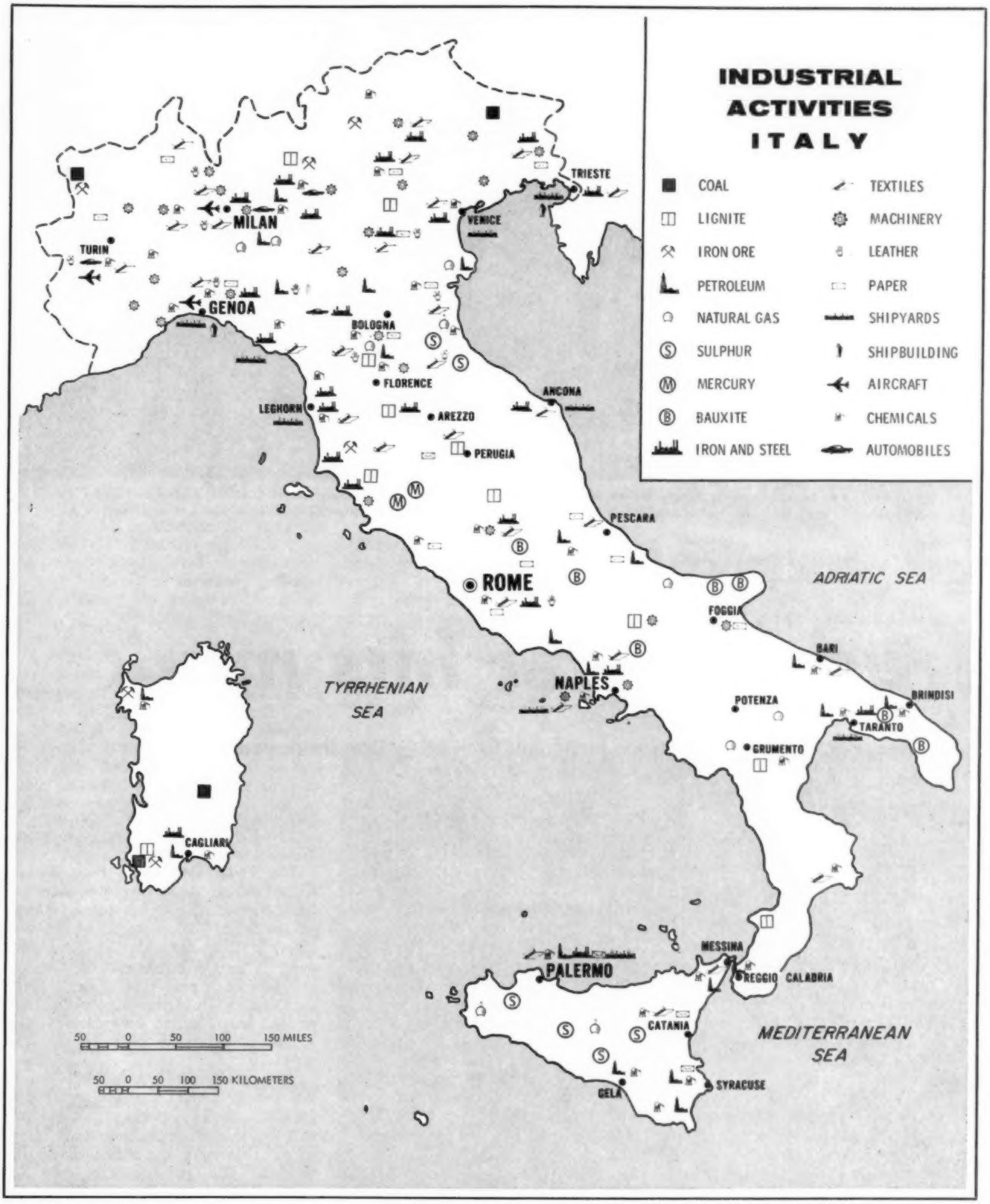
This special procedure is governed by an Italian law of 1965, which requires that machines against which a lien has been established are required to bear a mark of identification, recorded with the appropriate district court, which cannot be removed until final payment. The machines thus marked are not subject to attachment or seizure except by the holder of the lien.

Many subsidiaries of U.S. firms manufacturing locally take full advantage of the increasing business opportunities which the Italian market offers for installment sales of both consumer and capital goods.

However, there is a broadening market also for all kinds of goods manufactured in the United States which can be sold on installment credit through local agents, wholesalers and large retail organizations.

The protection against commercial credit risks provided by the Italian law of 1965, coupled with the U.S. export credit insurance program, offer attractive opportunities for U.S. manufacturers and exporters of machine tools and production machines who are willing to meet the credit needs of their potential Italian customers through installment sales.

AFFLUENCE AND CREDIT BUYING enable Italians to afford many items formerly beyond their reach.


INDUSTRIAL ACTIVITIES ITALY
COAL
LIGNITE
IRON ORE
PETROLEUM
NATURAL GAS
SULPHUR
MERCURY
BAUXITE
IRON AND STEEL
TEXTILES
MACHINERY
LEATHER
PAPER
SHIPYARDS
SHIPBUILDING
AIRCRAFT
CHEMICALS
AUTOMOBILES
TRIESTE
VENICE
MILAN
TURIN
GENOA
BOLOGNA
FLORENCE
LEGHORN
AREZZO
PERUGIA
ANCONA
PESCARA
ROME
ADRIATIC SEA
FOGGIA
BARI
BRINDISI
TARANTO
POTENZA
GRUMENTO
NAPLES
TYRRHENIAN SEA
CAGLIARI
MESSINA
REGGIO CALABRIA
PALERMO
CATANIA
SYRACUSE
GELA
MEDITERRANEAN SEA
50 0 50 100 150 MILES
50 0 50 100 150 KILOMETERS

THIS MAP OF ITALY, prepared in the European Division of the Office of International Regional Economics, shows the location of major Italian industrial activity. The symbols indicate major sites for industrial resources and plants, both on the peninsula and the islands of Sicily and Sardinia.

U.S. TRADE CENTER in Milan, since opening three years ago, has staged 22 major shows and set up more than 300 agency arrangements for U.S. companies new to the European market. Above, businessmen confer during the recent exhibition of scientific instruments and laboratory equipment.

SELLING IN ITALY TODAY

Trade Center hits mark

Sets up over 300 agency arrangements for U.S. firms in first three years

By HARRY W. HEIKENEN
Deputy Director
U.S. Trade Center, Milan

ASSIGNMENT: Go to Milan, set up over 300 agency arrangements for U.S. firms new to the market, develop contact lists for them, and get them launched in the European market.

This formidable task is but one of several undertaken—and accomplished—by the Milan Trade Center during its three short years in one of the leading marketplaces of Europe.

Located at the famous Milan Fairgrounds, the Trade Center has developed into an effective tool for expanding U.S. exports to Italy, to Europe, and to the entire Mediterranean basin.

To those 600 exhibitors who have participated in Trade Center shows, no further convincing is necessary. They are, by and large, enthusiastic members of the Trade Center's alumni club—and they are repeaters in shows throughout the world.

This article is addressed, rather, to those sales executives and export managers who have pondered participating in a Trade Center show, but never quite took the plunge.

As any export manager will tell you, exports—when successfully carried out—make the difference between living and living well. This is also true of nations.

The United States Government, as a matter of national policy, is urging and even helping American firms enter the export trade in order to help correct the persistent deficits in our balance of payments. Thus, both Government and business have a stake in export promotion.

The U.S. Government strives to promote exports through many channels. One of the more dramatic and measurable ones is the Trade Centers Program. Milan—as one of six such Trade Centers located in selected markets of the world—provides an example of what can be achieved through concerted government-business action.

The Trade Center has been characterized simply as an overseas showcase for U.S. products. This is true. Operating on the time-tested principle of the specialized trade fair, the Trade Center offers to foreign buyers roughly one major show each month on a single product category—thus bringing together buyers and sellers in the same trade—ready to talk business in each others' language.

The Government, at nominal cost to the U.S. exhibitor, provides the display facilities, design services, market information, market promotion, and brings in the customers; the firm provides the products and personnel to man the booths. These are the ingredients for successful sales promotion.

Applying this formula, the Milan Trade Center has achieved impressive results; it has staged 22 major shows in less than three years from which have emerged 174 new agency agreements. Another 160 agencies were in the making when shows ended and were being followed up. Exhibitors report projected one-year sales resulting from shows at $37 million. Floor sales, not normally made at exhibitions, hit over $3 million.

Some 638 exhibitors have taken part in these promotions, representing 891 American firms; and 172 of these exhibitors had never sold in Italy before!

But these are statistics. Many human interest and success stories are wrapped in these figures.

Take the "Do-it-yourself" car washer which was first introduced to Italy at a Trade Center Show. Its exhibitor booked $200,000 in floor sales; several installations now dot Italy from Milan to Naples. Or the auto air conditioner, which was presented at a Trade Center show and is now beginning to appear in luxury class cars.

The disposable syringe—a portable machine tool—a new gas laser—these are but a few among the many new products that U.S. manufacturers have introduced to Italy through the facilities of the Trade Center. Small wonder, then, that the Center is acquiring a reputation for presenting the latest in American technology—"something new in every show."

This reputation is fostered by experiences such as that of Edgar Rapp, Vice President of Thermal Engineering Co., a small Texas firm making commercial and industrial air conditioning equipment. Wrote Mr. Rapp to Secretary Connor: "One and one-half years ago we became interested in entering the air conditioning market in Europe. The first attempt we made was through a display at the Air Conditioning Exhibition at the Milan Trade Center.

Education

"In Milan, we were educated by the staff in the proper way to pursue European business, and we also found how much high grade and truly professional assistance there was available for an amazingly low participation fee. For us, the Milan Show culminated in signing of a manufacturing license agreement with a firm in Greece (as well as an agent signed for Southern Italy and a prospective licensee in France.)"

The H. F. Fischer Co. signed up for the Center's Metal Finishing Equipment Show last May. Some weeks later, Rudy Hirt, Regional Manager, enthusiastically wrote: "We have delivered or have orders for seven electrostatic systems for five firms. They are located in Italy, Germany and Norway. The total dollar value is about $200,000. It would be reasonable to assume that this figure could be doubled by next May as a result of your show."

Trade Center files are replete with similar success stories. While sales are the ultimate objective, most firms do not expect to sell technical equipment off the shelf. However, exhibitors in the Milan Laundry Equipment Show hit the market just right: they booked $600,000 worth of orders during show hours!

Long term results are the real payoff, of course. Exposure, reaching hard-to-see buyers, developing contact lists, finding out about the market, appointing agents and making new sales arrangements—these are the achievements that exhibitors appreciate.

As show participant Hal Harrison, President of International Marine, put it: "There is nothing like a trade show. We talked to more really important buyers than we could have in six months on the road. These shows are the best way for a U.S. firm to enter an export market in the quickest time, the least expense, and to their best advantage".

How are these results achieved? As usual, by dint of careful planning and hard work. The American exhibitor who pays his participation fee has a small army of professional people working for him.

At Milan, as with all Commerce-sponsored commercial exhibitions, the first step is market research. Suggestions for show themes with good sales potential in Italy are developed from a myriad of sources both in the field and in Commerce.

Preliminary market research is conducted on these proposals, primarily by the Consulate General, Milan, with guidance and assistance from the U.S. Embassy in Rome. If this research indicates a potential market, the Department of Commerce checks with the pertinent U.S. trade sector, and if sufficient industry interest is indicated, authorizes in-depth research by a professional market research firm. Thus armed with up-to-date market information, Commerce goes to U.S. industry and sells firms on participating in the show.

Start fast

While Washington is still soliciting exhibitors, the job of market promotion has already begun at the Trade Center. A private firm, under contract to the Trade Center (with a record of unbroken successes in attracting the right buyers to shows), is already placing ads and articles in trade journals, holding sessions with local agents, trade associations and trade experts, drawing up lists of prospects to invite, and planning seminars to lend prestige and promote attendance.

The pre-show promotional campaign

TECHNICIANS TOURING A RECENT ELECTRONICS EXHIBITION at the U.S. Trade Center in Milan are attracted by control panels and wires. A schedule of planned Trade Center shows appears on page 23.

goes into high gear with the mailing of invitations to thousands of firms in the trade—the so-called buyer universe. This is followed by evolving blue-ribbon mailing lists, and sending to individuals in these firms personalized letters of invitation to the show, most often from the Director of the Center, but also from Commercial Counselors and Attaches in Italy and surrounding countries. This has proven to be the most effective way of reaching the decision makers in the companies selected as the prime target audience.

Thus, the Trade Center Show represents a team effort.

Collaboration helps

The staging of Trade Center shows in collaboration with Italian-sponsored trade fairs held at the Milan Fair grounds has proven a most successful technique.

Such collaboration bears much fruit for both the Italian shows and the Trade Center. The Trade Center partakes of the widespread advertising campaigns that are mounted by promoters of such shows; U.S. exhibitors enjoy the benefits of the massive pull of a 500-exhibitor show; and attendance is international.

Thanks to the helpfulness of the Milan Fair authorities, such collaboration has resulted in major successes such as the Packaging Machinery Show with IPACK-IMA, and the Chemical Processing Equipment Show staged with the prestigious Italian Federation of Associations of Scientists and Technicians.

Intensive pre-show effort also goes into agency-finding. The Consulate General—Trade Center team spends considerable man-hours in identifying prospective agents, sending individual letters to such prospects, and explaining about the products available for representation. Telephoned follow-ups are made to prime prospects.

Such tailored efforts caused exhibitor Arno Seegers, President of Seegers Instruments, to comment: "At the September Scientific Instrument Show, we were able to select from as many as twelve prospective agents—pre-show promotional efforts must have been very strong to draw this many agents and key people from industry . . ."

While the eight to ten major shows annually represent the main thrust of Trade Center activity, there are many other ways that the Center is utilized to promote exports to Italy. The Department of Commerce, based on increasing success with so-called solo shows, is placing great emphasis on between-show use of the Trade Center for presentations by individual American companies or their local agents.

Market profile - Italy

Area: 116,237 square miles.

Population: 51.8 million (1965); 14 million households. Largest cities: Rome, 2.6 million; Milan, 1.8 million; Naples, 1.3 million; Turin, 1.2 million.

Currency: Italian lira; par value: 625 lire equal U.S. $1.

Gross national product: $60 million in 1966, 5.3% above 1965 GNP in real terms.

Principal industries: automobiles, textiles, chemicals, machinery, food processing, steel, oil, rubber.

Agriculture: Principal crops are grapes, wheat, corn, tomatoes, apples, olives, sugar beets, potatoes.

Transport and communications: 13,500 miles of railways; 120,000 miles of highways, including 1,400 miles of turnpike; 1,300 miles of navigable waterways, including 570 miles of canals; eight major airports; eight major seaports; 4.7 million passenger cars; 4.3 million licensed TV sets; 9.6 million licensed radio receivers; 5.5 million telephones; more than 120 daily newspapers. Telegraph, radio, television, and airlines 100% state-owned; railroads and shipyards almost completely state-owned.

Weights and measures: Metric system.

Trade policy: A member of EEC and of GATT; only a small group of items, largely agricultural, subject to import restrictions.

Foreign trade (in millions of U.S. dollars): Jan.-Sept. 1966 imports=$6,285 ($806 from U.S.); Jan.-Sept. 1966 exports=$5,917 ($540 million to U.S.).

Principal imports from U.S.: Coal, grain, chemicals, machinery and parts, lumber, oil seeds and oleaginous fruits.

U.S. investment: U.S. direct investment in 1965, $972 million, principally in the petroleum ($404 million) and manufacturing ($446 million) industries.

This is especially successful where new products or new models are concerned. The recent presentation by the Instrument Development Laboratories' local agent, who held a four-day session to educate local technicians in the applications of a new color analyzer-computer, resulted in $20,000 in immediate sales and projected sales of $120,000.

Similar success

Polaroid and Westinghouse are two other American firms which have recently utilized the Milan Center for such presentations with similar success.

The Trade Center is admirably suited for other promotional techniques. American firms hold company meetings with distributors there, as well as receptions to introduce new product lines, and seminars to attract and educate local technicians to applications of their products.

Port authorities, trade missions, and mobile fairs can also avail themselves of this facility—thus keeping it in the public eye and building its reputation as a business center, a place where Americans and their customers can conduct business in an atmosphere of confidence and friendship.

Perhaps the words of D. W. Barlow, Secretary Treasurer of Mec-O-Matic of Miami, Florida, a first-time exhibitor in the Milan Center's recent show on Chemical Processing Equipment, will serve as an inspiration for other American manufacturers to follow suit. He said: "I have just returned from a business trip to Europe, where I had a most worthwhile opportunity to man a display stand where our firm was showing its products at the U.S. Trade Center, Milan—As a direct result of our Milan display and the assistance rendered by the Trade Center, we were able to appoint three Italian distributors, sell our show stock, initiate negotiations for a Spanish and a German distributor, strengthen our relations with our Portuguese, Swedish, and Swiss distributors, and personally meet literally hundreds of people to whom we could expose and explain our products.

Well-directed effort

"The Milan Exhibition . . . did not just happen. It was the final result of a sizeable amount of well-directed effort toward a clearly defined goal."

The U.S. Trade Center in Milan hopes that an increasing number of American businessmen will, like Mr. Barlow, come to Milan and take advantage of the prime opportunity awaiting them here.

ROUNDTABLE DISCUSSION in Trieste sponsored by the American Consulate was designed to promote trade between the United States and the newly-formed Friuli-Venezia-Giulia region of Italy. Above right, U.S. Counselor for Commercial Affairs Theodore J. Hadraba answers a question from the floor.

SELLING IN ITALY TODAY

Trieste roundtable brings area's businessmen in contact with U.S. specialists for trade expansion

Port's value as distribution area for Central Europe highlighted; Northeast Italy's trade advantages stressed by local official

By JOHN C. FUESS

Consul General, U.S. Consulate, Trieste

The American Consulate in Trieste recently carried out a unique experiment in trade promotion. On Jan. 17 and 18 a roundtable meeting of key business and government leaders was held in Trieste under the auspices of the Italo-American Association, the local Chamber of Commerce and the U.S. Consulate.

The roundtable was designed to promote trade between the United States and the newly-formed Region of Friuli-Venezia–Giulia (provinces of Trieste, Udine and Gorizia) in northeast Italy.

Two days of meetings were held in the Great Hall of the Trieste Chamber of Commerce, Industry and Agriculture. The conference was divided into four sessions: an initial American session explaining assistance available to Italian importers and exporters from U.S. Government and private organizations; an agricultural session; an industrial session; and a plenary session devoted to discussing problems and opportunities in light of actual experience—a "can-do" finale.

U.S. shipping lines

Concurrent with the meetings, an exhibit on port modernization was held on the Trieste Fair Grounds with participation by U.S. shipping lines and port authorities. A display of shipping containers was also presented by the American Export-Isbrandtsen Lines and Container Transport International.

Attendance at the roundtable included virtually all of the outstanding industrial, agricultural and commercial personalities of the area, and reflected the region's enthusiasm for increased trade. More than 400 businessmen attended at one time or another, and closed-circuit television was provided in adjacent rooms when conferees overflowed the conference hall. Of the local business attendees, 58 participated as formal speakers or as commentators.

American participants at the roundtable presented talks on: commercial services offered by U.S. Consulates; services offered by the American Chamber of Commerce in Italy; services offered by the U.S. Trade Center in Milan to Italian industrial importers; simplification of U.S. customs procedures; services offered by the Port of New York Trade Center.

In addition, the European representatives of the ports of New York, Virginia, New Orleans, Delaware, Massachusetts, Georgia and Duluth, held consultations and offered comments from the floor.

The roundtable sessions developed into a general self-examination of the trade potential of northeast Italy, and Trieste in particular. The conclusions reached were generally optimistic, as the geographic potential of the region was felt to be strong.

A number of speakers highlighted the value of Trieste as a distribution area for Central Europe and the Mediterranean, since its storage costs are considerably lower than many other European ports.

The President of the Region of Friuli-Venezia Giulia presented a list of basic economic facilities in the region which have either been completed, are under construction, or are in the planning stage. These include: an autostrada between Trieste and Venice; lengthening of the Ronchi Airport landing strip to accommodate jets; completion of an oil pipeline between Trieste and Bavaria; an International Center for Theoretical Physics; the prospective extension of a methane gas pipeline from Venice to Trieste; the location in Trieste of the new national shipbuilding agency, Italcantieri, and the centralized diesel plant, Grande Motori; the prospective establishment of a fruit and vegetable distribution center; and the completion of a large new pier in the Port of Trieste.

He also mentioned the need to develop incentives to encourage trade, stressing that many such incentives already exist: the Industrial Zones of Trieste, Monfaleone and Aussa-Corno, which offer carefully-tailored facilities to the foreign trader, including industrial conversion of merchandise free of customs control; state contributions of up to 20% of factory installation costs, plus long-term low-interest loans and property tax exemptions; regional contributions of 80% of expenditures for the modernization of existing industrial facilities; various tax incentives such as those of the Trieste Industrial Zone which offers a low property tax rate, exemption of new firms from turnover tax on materials and machinery and a 10-year exemption from land and building taxes; and various credit and financing facilities.

In addition to the many business contacts made, the roundtable produced a number of significant proposals for stimulating additional trade between the region and the United States. These included proposals concerning quality standards for the improvement of the region's products, improved regional marketing techniques, and improvement of the region's maritime facilities.

Of particular importance to American exporters is the last category of proposals, which stimulate the development of Trieste as a storage and distribution center for American trade destined for Central Europe and the eastern Mediterranean. These facilities would be particularly useful for agricultural machinery, equipment and products.

It is obviously far too early to assess the impact of the roundtable on the growth in two-way trade between Northeast Italy and the United States.

An important benefit has, however, already emerged: The United States and private American enterprise have been constructively associated with local officials and private business leaders in a project for the common good.

SELLING IN ITALY TODAY

Piedmont imports industrial goods; consumer market as yet untapped

High per capita income invites leisure goods, appliances; U.S. share of area's import market stands at 10% of total

By RAYMOND B. LOMBARDI

U.S. Consulate, Turin

Most Italian cities impress the visitor with their history and romance. Add balmy nights, transparent air, and a brilliant sun and you can easily understand why tourism is one of Italy's most important industries.

Turin, however, differs from most other Italian cities in that it is a highly industrialized city with far fewer tourist attractions than are generally found in other Italian cities.The visitor is not likely, for example, to find the Torinesi lugging around mandolins and singing to the moon. The city, which was established by Julius Caesar, has many attractions for the American businessman, however. It is Italy's third largest metropolitan area after Rome and Milan, with a population of almost a million and a quarter. It is the capital of the Piedmont region, which is second only to Lombardy as an important economic and industrial area.

This important region accounts for 90% of Italy's automobile production, 90% of its ball bearings, 65% of its printing presses, 25% of its mechanical production and 8% of its typewriters. Other important industries in the region include textiles, chemicals, pharmaceuticals, precision instruments, and household appliances.

U.S. import share

American business interest in supplying the needs of these thriving industries and in investment ventures is already high. About 11% of total Italian imports are generally destined for the Piedmont region. The United States supplies approximately one-tenth of that share, chiefly in items such as machine tools, industrial machines and equipment, electronic control instruments, chemicals and pharmaceuticals, metals, oils and greases, and aircraft and parts, as well as equipment for its important agricultural section.

As active as the United States exporter is in supplying the Piedmont market with

SKIING IN THE ALPS is only a couple of hours away from Turin in the Piedmont area, where many of Italy's skiers live. With the Italian and French rivieras only a little farther away, there is an extensive market potential for such U.S. consumer goods as winter and water sports equipment.

industrial equipment and materials, he has given considerably less attention to the consumer market. Almost five million people live in Piedmont, most of them potential customers for American consumer products. They enjoy one of the highest per capita incomes in Italy, currently estimated at $1500 compared with $984, the national average for 1965. This high level of concentrated purchasing power in Piedmont should constitute an important factor in the plans of American businessmen seeking to tap new consumer markets.

Among the promising possibilities are certain types of kitchen equipment, such as steel cabinets with shelf and drawer models in metal and plastics. The Italian washing machine industry (washers, dryers, dishwashers, etc.) is relatively strong but certain types of household appliances could do well in the Piedmont market with appropriate sales efforts. Among these would be apartment adapted shelf and full wall stoves.

Small table-top electric appliances should also sell well. Those presently available, either locally produced or EEC imports, are expensive and neither as flexible nor as well-made as U.S. products. Table-top broilers, toasters, rotary spits, electric fry pans (especially the newer types with high-domed covers), heated trays for maintaining food at warm temperatures and heavy duty blenders should have potential in this expanding market.

Leisure market untapped

Another area as yet untapped by American suppliers is that of the leisure market. The Alps are only a couple of hours away from Turin (a major part of Italy's two million skiers live in the Piedmont area), while the Italian and French Rivieras are from 2½ to 4 hours away. This offers extensive possibilities for the sale of sports equipment.

Family camping is another popular pastime in this part of Italy, yet no American equipment (tents, grills, etc.) is on display in local shops. That equipment which is available is relatively expensive for the quality offered and often lacks the versatility and compactness of similar U.S. equipment. American equipment, especially outside frame and pop-up tents, should do well in this market, especially if they are competitively priced.

An adjunct to this leisure time market is the market for sports and leisure wear that many believe will shortly become a major one. American manufacturers of such sportswear should take a close look at these market opportunities.

One of the most successful merchandise exhibitions in Europe is the semi-annual SAMIA show in Turin, where the European ready-to-wear industry shows its fall and spring lines. This is a straight commercial venture, with exhibitors ready and eager to make deals on the floor. In the last three exhibitions—Fall-'65, Spring-'66 and Fall-'66—there was not a single American exhibitor. Local trade sources, however, are all agreed that American sportswear, better quality dresses, swimwear and children's clothes would sell well in this area. American ready-made men's suits probably would not be successful because of style differences.

SURROUNDED BY CARS in Turin's Piazza San Carlo, statue looks down on tangible evidence of the booming economy of the area. Important Piedmont industries include textiles, chemicals, and drugs.

Although most American consumer products could find markets in Italy, Piedmont presents some problems, particularly in connection with the available channels of distribution. There are about 80,000 small retail outlets handling over 95% of all the food and non-food items sold in Piedmont. These establishments are serviced by some 12,000 local wholesalers, including importers.

Only very few distributors are equipped or have the financial resources to maintain large stocks of imported consumer products for effective distribution throughout the region. Moreover, the average distributor is not in a position to make the heavy promotional outlays required to pull consumer demand and to build up a satisfactory brand image.

Therefore, a U.S. exporter who wishes to enter the consumer market in Piedmont and to sell in quantity on a continuous basis should be prepared to make a careful study of the channels available in Piedmont for his specific products and to select distributors in the principal trading areas (i.e. Turin, Asti, Cuneo, Novara Vercelli, Savona, Biella and Alessandria) capable of maintaining adequate stocks of his products and of organizing effective distribution to the wholesalers and retailers in these areas.

Advertising essential

A U.S. exporter seriously interested in the Piedmont market should be prepared to study local tastes and preferences and to meet them whenever possible. People in Piedmont are known for their appreciation of elegance and good design. Hence, products for sale in this area should be attractively and imaginatively designed.

Modern advertising and other market techniques are essential for introducing a new product in Piedmont or for selling it in competition with the local or other foreign manufacturers, who usually devote a great deal of money and effort to advertise and otherwise promote the sale of their products.

Although Piedmont is an attractive potential market for U.S. consumer products, U.S. firms must make a serious effort comparable to that which they make to sell successfully in their own home market.

SELLING IN ITALY TODAY

Northern industrial triangle dominates Italian economy; is prime market for U.S. goods

Selling in area presents challenges, but rewards justify efforts; heavy industrial region is also top buyer of consumer goods

By HENRY A. LAGASSE
Commercial Officer
U.S. Consulate General, Milan

The northern industrial triangle, nerve center of Italy's commerce and industry, offers a promising market to American traders. The relationship between this highly industrialized area and foreign markets is increasing in importance, and the potential for development remains high.

Selling to this market presents new challenges but no insurmountable difficulties, and American suppliers with well prepared marketing programs will find their efforts rewarding.

It would be difficult to overstate the importance of the northern industrial triangle to the Italian economy. This area, which is formed by lines joining Milan, Turin and Genoa, is a region of intense economic effort.

Over 60% of the manufacturing income of Italy is derived from the area and it is estimated to be the focal point of over 75% of Italian trade. It produces over 95% of Italy's automobiles and the majority of its office machines, precision instruments, and household appliances.

It is the center of the iron and steel industry, of the mechanical and electromechanical industry, of the shipbuilding industry, and of the textile industry.

Practically all Italian firms of any consequence are located in the triangle or direct their sales efforts from there. It is the seat of many of the largest trade and industry associations, and most leading banks have their headquarters or important branches in its major cities.

This concentration of economic activity has been due to several factors, especially the enterprising spirit of the population and a fortunate geographic position with respect to the major trading centers of Europe.

The area is served by national and international flights, and is linked with all of Italy and the rest of Europe by extensive rail and road networks. Its main seaport, Genoa, is one of the major ports of Europe. In addition, important use is being made of the port facilities of Marghera, the port of Venice on the Adriatic, and of Leghorn on the Ligurian.

Although economic activity has always been of primary importance, its development since the start of this century has been particularly remarkable. National investment has long been strong, but the level of foreign interest has also increased sharply since the end of World War II.

Trade policy

Because of its trade imbalance Italy emphasizes exports, but the country's long-range economic planning recognizes the necessity of imports to supply the food and raw materials it lacks and the semi-manufactures needed by its industry. Exports as well as imports have been expanding and Italy has become increasingly tied to foreign markets.

The country is a member of the General Agreement on Tariffs and Trade and there are only a few quantitative restrictions on imports.

But the strongest influence on its trade policy comes from membership in the Common Market. Italy has reduced the customs tariff applicable to other EEC countries by 80% from the 1957 base, which increases substantially the competitive edge of its principal EEC suppliers.

Imports from the United States are subject to the following duties and taxes:

- Except for raw materials, nearly all of which are admitted duty free, imports from the United States of most industrial products are dutiable at rates ranging from 4 to 20% ad valorem, the average being approximately 16%. Duty is assessed on the value of goods at the place of clearance, including freight, insurance, packing, brokerage fees and other necessary costs.
- A compensatory import tax in principle commensurate with sales taxes paid during the manufacturing process by similar items made in Italy. This tax runs from 1 to 7.8%, with the higher rates applicable to more fully processed imports.
- Various other customs charges such as the administrative tax (Tassa Amministrativa), and revenue stamps, add a further 1% to the duty-paid value of imports.
- A 4% I.G.E. tax (Imposta Generale sull'Entrata) applies to almost all goods, domestic and imported, and is levied each time title passes to a new owner within Italy.

As is readily seen, the tax burden is heavy. United States performance in the face of this is a tribute to the marketing programs of American exporters and to the superior quality of their products.

Market opportunities

The needs of its industry and the demand of the affluent population make the area an important market for foreign exporters. It is reliably estimated to absorb some 70% of Italy's imports, which were valued at just over $7 billion in 1965 and are running at about the same level for 1966.

Of particular interest to American business is the fact that in 1965 the United States was Italy's second largest supplier, after the Federal Republic of Germany, and provided 13.5% of the country's total imports.

Italy imports a wide range of products. Its main import items by value in 1965 were crude oil, corn, meat, laminated iron and steel, metal scrap, coal, wool and cotton. Principal U.S. exports to Italy during this period in terms of cash value were corn, coal, metals and metal scrap, machinery, oilseeds and oilcake, chemical products and aircraft.

Market surveys conducted in connection with exhibitions at the U.S. Trade Center in Milan since its opening in 1964 have indicated that American products in the following fields hold good sales potential; automotive maintenance, air-conditioning, machine tools, laundry equipment, production equipment for the electronic industry, medical and dental equipment, catering and food processing equipment, industrial fasteners, industrial process controls, packaging machinery, data processing equipment, boating, photography, housewares, hi-fi and stereo, metalfinishing equipment, laboratory equipment, and chemical processing equipment.

The potential of the market for industrial goods is clear. The northern industrial triangle is also a sophisticated market for consumer items. Its people enjoy the highest standard of living in Italy and their demand patterns are similar to those found in most affluent societies. They are eager purchasers of labor-saving appliances and items which will increase the enjoyment of their leisure time.

The reliable importers and distributors of imports are in general well-informed about the availability of products from foreign sources and demand quality merchandise. The consumers, for their part, are impulse and price buyers who insist on first-class design and appearance.

Distribution

Although there is some direct selling, most suppliers to the northern triangle sell through local representatives and qualified and reliable agents can be found for all product areas.

Importers, who have to be registered as such with their local Chamber of Commerce, usually import for their own account, and then re-sell at their own prices to wholesalers, dealers or consumers.

The commission agent who will take orders, for a delivery by an overseas manufacturer, is found rather infrequently and usually in connection with the sale of major capital equipment.

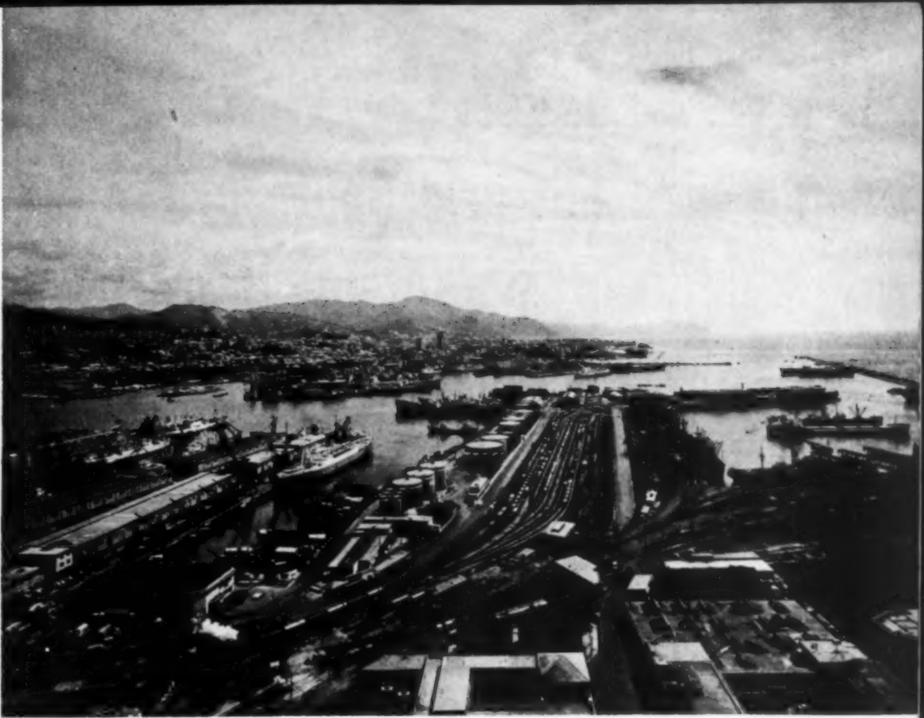
Most importers with well-developed sales organizations usually prefer exclusive distribution arrangements. It is believed advisable to grant exclusive rights in such cases unless there are strong reasons for not doing so.

In any event, an American supplier who decides to appoint more than one agent should make his policy known to all his Italian representatives. Failure to do this has been the cause of many business disputes.

Agreements with agents and representatives should be confirmed in writing; in most cases an exchange of correspondence will suffice, but when in doubt a businessman may wish to consult one of the law firms established in the area and staffed by American and Italian lawyers.

It is wise to limit initial agency agreements to one year to permit a timely evaluation of their effectiveness; longer established contracts can also carry termination provisions agreed on by the parties concerned.

When replacement parts and after-sales service are of importance, contracts should include mention of the agents' investment in parts, service facilities, and in-service training of maintenance personnel.



AT INDUSTRIAL TRIANGLE'S SOUTHERN TIP is the port of Genoa. The manufacturing centers of Milan and Turin complete the triangle, which dominates Italy's economy and foreign trade.

Other safeguards which may be considered are minimum sales requirements and the inclusion in the contract of a provision for the settlement of disputes.

The extension of credit will in many cases be the key to successful sales and many United States businessmen who previously insisted on irrevocable letters of credit now find that they must offer credit terms of from 30 to 120 days.

Final decisions on this subject will depend on the uniqueness and other characteristics of the import item concerned, but American sellers should in all cases inquire about the export credit insurance and guarantee programs available to them through the Foreign Credit Insurance Association.

Business rules

The businessman of Italy's northern industrial triangle speaks your business language, although he normally does so in Italian. He is ready to sell your products on a mutually profitable basis but it is of the utmost importance that both parties have a clear understanding of the terms of their agreement from the outset.

The following business rules will help the American exporter in his dealings with this highly competitive market:

► Promotional material should be prepared in Italian or at least have an insert in Italian about the more important aspects of your product. Technical instructions and publicity material prepared in Italian should be checked out with your representative or some other expert on the Italian scene. An unsatisfactory Italian translation—and unfortunately there are many—can be disastrous to your sales efforts.

► Price quotations should be on a c.i.f. basis and specifications in the metric system.

► Electrical appliances should be adapted to the local electric current.

► Italian patents protect for 17 years and United States patents must be registered in Italy within 12 months of the U.S. registration in order to be protected in Italy. One important difference is that applications are accepted in Italy without search. Of course only the first patent registered enjoys protection in the event of a dispute. There is no patent protection for pharmaceuticals.

U.S. traders should remember that the successful exporters to the northern industrial triangle have been those who have modified their products when necessary to meet local tastes, who have been able to assure prompt delivery, and to provide good after-sale service.

Make the nearest Department of Commerce field office your first point of contact with the Italian market and avail yourself fully of the many facilities offered.

SELLING IN ITALY TODAY

Growing but arid South offers significant market for U.S. water desalting equipment

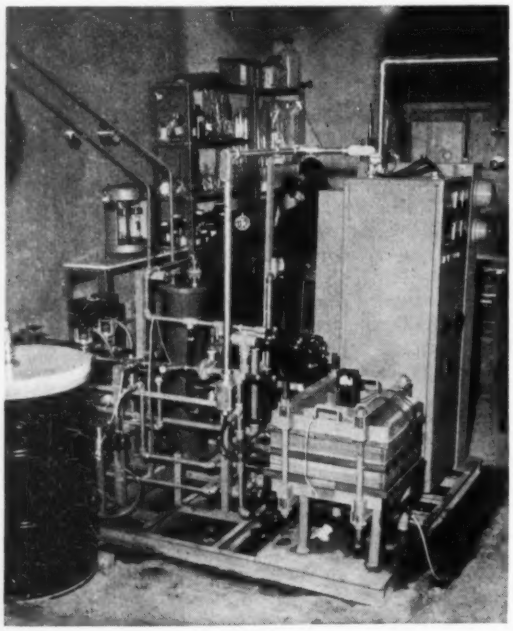
Government gives customs exemptions to imported plants; U.S. desalting exhibit drew top attention at Levant Fair

By DONNELL D. SMITH
Economic-Commercial Officer
U.S. Consulate General, Naples

Southern Italy, including the major islands of Sicily and Sardinia and numerous smaller islands, offers a significant and growing market for U.S. water desalting equipment.

Various parts of the area receive only slight rainfall, are isolated from water supplies, or have soil and subsoil conditions that prevent large accumulations of underground water. Still other southern regions have abundant underground water, but it is mildly brackish.

DESALTING EQUIPMENT is needed in southern Italy, where many localities have water shortages. Observers (below) are fascinated by operation of machine in an electrodialysis plant at Agrigento.



These conditions have produced water shortages in many localities, which will have to be overcome as population increases, living standards rise, and industrialization proceeds.

Practical solution

The central government recognizes that desalting technology is advancing rapidly and that desalting plants offer the most practical solution to the water problems of some localities.

The Italian National Research Council is following progress in this field in other countries, particularly the U.S., and is experimenting with various desalting plants to gain experience about their costs under Italian conditions.

The Government has provided for customs exemptions on imported desalting plants to be used in the South, and for exemptions from taxes on electricity and fuel used to operate desalting plants.

Through its Fund for the South (Cassa per il Mezzogiorno), the Government is also able to finance desalting equipment for communities where desalting clearly provides the most practical source of supply.

Public interest in desalting as a solution to some of the South's water problems is high, and was stimulated further in the fall of 1966 by the U.S. exhibit at the Levant Fair, the South's major trade fair held in Bari each September. The U.S. displayed various types of desalting equipment at its exhibit, which received more attention than any other at the Fair.

Sponsors conference

The Fair also sponsored a conference on desalting problems that attracted numerous water experts to Bari and to the U.S. exhibit. The press gave extensive coverage to the conference, to the U.S. equipment, and to desalting problems in general.

The most immediate and obvious need for desalting equipment in the Italian South is on the minor islands—that is, all the Italian islands except Sicily and Sardinia. There are some 40 small inhabited islands, with a total population of about 145,000. Most of them depend upon water brought in by tanker, although collection of rainwater is important on a few, and two (Ischia and Procida in the Bay of Naples) are supplied from the mainland by an undersea pipeline. Elba has adequate water.

Undersea pipelines are considered feasible for only a few of the islands which are extremely close to the mainland and separated from it by a shallow and calm channel. For the vast majority this solution is clearly impractical.

Installations expensive

Installations for the collection of rainwater are extremely expensive, given the relatively light annual rainfall of from 12 to 24 inches. Water supplied by this method has been estimated to cost some $7 per thousand gallons under Italian conditions.

This is clearly not competitive with desalting units, although some of the islands tend to favor rainwater collection because the operating costs, normally borne by the local Government, are low. The national Government, which often meets the capital costs of water systems, does not generally favor this solution, however.

Most of the minor islands are now supplied by tankers operated by the Italian Navy, in many cases at very high cost. An efficient tanker service, especially designed to supply water to the islands, would cost an estimated $2.50 per 1,000 gallons for islands located about 30 miles from their mainland water supply. The cost would of course vary with the distance from the mainland.

These costs are within the range now possible with even small scale desalting equipment, and this is increasingly recognized. The Sicilian Regional Government, for example, has recently allocated $1.5 million for desalting plants on Lipari and Ustica, north of Sicily.

Detailed cost comparisons for the various alternative sources of supply have not been made for most of the islands, but it is clear that desalting is already a competitive source for many of them. As advances are made in desalting technology more islands should find desalting a practical alternative to traditional sources.

In some cases careful cost comparisons, taking account of unused thermal energy available at local power stations, could show desalting to be an economic alternative even on islands located very close to the mainland. This may be the case on Capri, where desalting, tanker supply and a projected undersea pipeline are all being studied.

To install unit

A potentially greater and only slightly less immediate market for desalting equipment can be found in areas short of fresh water but having abundant supplies of brackish water.

The outstanding case in point is the Puglia region, where fresh water must be brought in from great distances through an over-loaded aqueduct system, where industrial demand for water is rapidly growing, and where large quantities of underground slightly brackish water are found along the coast.

Puglia's central water authority is aware of the importance of the region's rich resources of brackish water and the significance of the recent advances in developing economic means for desalting water with a low salt content. To gain practical experience in exploiting the region's brackish water resources, the Puglia water authority intends to install an electrodialysis desalting unit to supply 250,000 gallons of potable water a day to Vieste, in Foggia Province.

While brackish water is particularly plentiful on the Puglia coast, there are also significant supplies at various points on the coasts of Sicily and Sardinia, and in central Sicily.

Another growing market for desalting equipment, for both brackish and sea water, is to be found in the new industries being established in the South.

Some of these require exceptionally pure water and have found it more practical to install their own desalting units than to purify water from traditional sources, which in some cases simply cannot meet significant new demands.

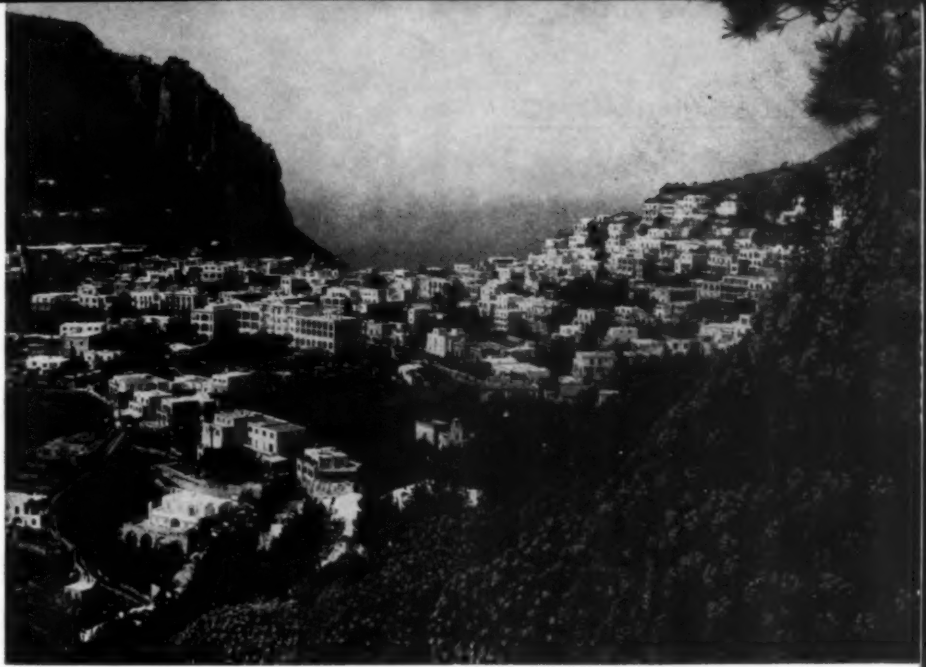
More distillation

By far the most important of these industrial units supplies the giant Italsider steel mill in Taranto with over one million gallons of distilled water a day.

There are also large distillation units at the Shell refinery at Taranto and the Aminova chemical plant in Brindisi, and an electrodialysis unit at the Coca-Cola bottling plant in Palermo.

As industrialization advances, particularly in Puglia, more plants needing a dependable supply of pure water can be expected to turn to desalting as the most practical means of supplying their needs.

There are no present plans for large-scale desalting units in Italy, although the National Research Council, the Fund for the South and the National Electrical Energy Authority are all following developments in this field closely.



FOR CAPRI, alternatives of desalting, tanker supply, and projected undersea pipeline are being studied.

Of particular interest are the large dual purpose (power and water) plants planned to be built in Israel and Southern California. If these prove successful in producing water and electric power at the predicted costs the interested Italian authorities will probably give serious study to installing a large dual purpose plant in Puglia.

The Bari-Brindisi-Taranto area of Puglia has made the most progress toward industrialization, shows the most promise for further development and is among the driest areas in the South.

Unlike most of the rest of the South, only the Puglia water authority is of sufficient size to undertake a sizeable desalting program. It now brings fresh water from considerable distances and must soon either double its existing pipelines or look for new sources.

One possibility is to construct collection dams in the Lucania region and build completely new aqueducts into Puglia from Lucania. Both this solution and the doubling of the present pipeline would be major undertakings, requiring vast expenditures and many years to complete.

The cost of supplying the future needs of the Bari-Brindisi-Taranto industrial complex by traditional means have not been closely estimated, but it is possible that when they are known these costs will prove to be higher than large scale production from dual purpose desalting plants.

There is also a possibility of reducing costs by blending distilled water with local brackish water.

Large scale desalting is some years away in Italy, but there is a widespread appreciation of the need to follow other countries' experience in the field and to consider desalting as a possible alternative for the future. In the meantime there is a growing market in Italy for small and medium plants for treating both brackish water and sea water.

Receptive to proposals

U.S. manufacturers of this kind of equipment will find the authorities receptive to proposals for the installation of desalting units, but should be prepared to supply detailed cost figures, technical advice, and technical assistance for the first units they install.

Much of the public and some of the water authorities still tend to regard desalting as something of a science-fiction solution to the eternal problem of water supply, and manufacturers must overcome this attitude with detailed explanations and hard facts.

Manufacturers who are able to present convincing figures and a record of solid achievement in other countries, and who are willing to assist in the proper maintenance of their equipment, will find a significant long run market in Southern Italy.

SELLING IN ITALY TODAY

'See Milan and prosper'

Zest for commercial activity gives city eminent role in economy of the new Italy

By WALTER H. LUBKEMAN
Commercial Officer
U.S. Consulate General, Milan

One beautiful southern Italian city has evoked the phrase, "See Naples and Die." Based upon almost three years as a Commercial Officer in Milan, I would state with some degree of truth that the Milanese industrialist would observe: "But don't die yet: come to Milan and make enough to assure a first class funeral."

Milan seems to exist for business, and the majority of its residents engage in marketplace activities with enthusiasm and zeal. Weekends and holidays are always the busiest days at the host of specialized trade shows taking place in the city.

Milan, lying in the fertile Po River Valley, which differs from most of Italy's rugged and mountainous topography, is located in the most European part of the country. It enjoys a proximity to the major business centers in Europe. But what the city lacks from the standpoint of traditional Mediterranean Italy, it more than makes up as the front-runner of modern, industrial Italy.

The greater Milan area, containing 6% of the country's population, has the highest per capita income in Italy (more than twice the national average) and contributes some 20% of all direct taxes collected in Italy. It also includes more than 16% of Italy's industrial workers.

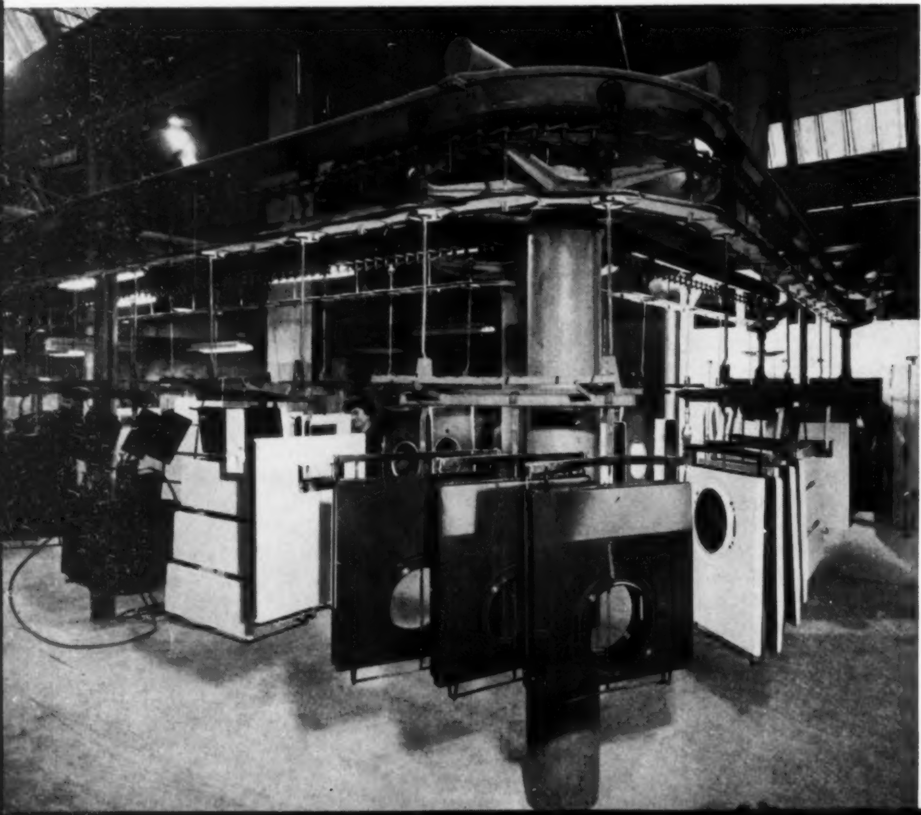
Business visitors quickly sense that Milan is a bustling, dynamic city where Italian commerce and industry are centered to an extraordinary degree.

Hub of activity

Milan serves as the hub of Italy's banking and insurance activities.

It contains the headquarters of many of the largest industrial firms in Italy, including Montecatini-Edison (chemicals and a wide array of other products), Pirelli (tires and other rubber products), Snia Viscosa (synthetic fibers), Falck (steel products), Cantoni (cotton fabrics), and Innocenti (heavy machinery, automobile assembly and scooters).

INDUSTRIAL MILAN houses many factories, among them this GE subsidiary making washing machines.



These industrial giants and other commercial firms, including those handling foreign products, usually direct their sales efforts in Italy from Milan.

Milan is also the seat of many of Italy's leading industrial and trade associations, including Assolombarda, the industrial association for the Lombardy region; Unione Commercianti, an association of importers, exporters, agents, wholesalers and retailers; Aschimici, the national association of the chemical industry; Assogomma, the association of rubber products manufacturers; Assider, the iron and steel association; ANIE, concerned with electrical equipment; and ANIMA, the national association of miscellaneous mechanical industries.

The American Chamber of Commerce in Italy has its headquarters in Milan. This active organization has some 2,500 members, almost 50% of them in the Lombardy region.

The Milan Stock Exchange, though listing only 120 firms, handles over 60% of the shares sold in Italy; in 1965, 345 million shares were sold.

Another indication of the overall primacy of the Milan area in the Italian economy is the fact that over 350 U.S. firms have subsidiaries or affiliates in the Milan Consular district, including many of the giants of American industry. Between 1961 and 1963, the number of United States firms represented in the area more than doubled. Some 2,000 local firms presently represent United States companies in the Milan Consular district.

U.S. trade center

The United States Government recognized the leading position of Milan in Italy when in 1963 it decided to locate a United States Trade Center, the only one in Italy, in a pavilion of the Milan Fair. The Trade Center was formally inaugurated in January 1964; its activities and record of success are related in another article in this issue.

Finally, one could not describe the throbbing commercial activity of Milan without referring to the heavy schedule of trade shows presented throughout the year at the Fiera Campionaria, the Milan Fair grounds.

The capstone of Fair presentations is unquestionably the world-renowned International Milan Samples Fair which is visited by over 4 million people each April. Supplementing this tremendous display of everything including the kitchen sink, is an array of specialized trade shows throughout the year, except the months of July and August when the Milan business community virtually ceases its activity.

Recurring exhibitions

Among the recurring exhibitions in Milan are: BI-MU, the biennial national Machine Tool Show; BIAS, the Automation and Instrumentation Show; MITAM, featuring textile products, which is held biannually; and IPACK-IMA, the Specialized Packaging Machinery and Equipment Show.

While a recessive trend in the Italian economy became evident in 1964, recovery is now in full swing. American capital continues to find attractive investment opportunities in Italy and additional U.S. firms are constantly entering the Italian market.

Milan, with its geographic advantages and expert business community, continues to attract American business interest. Many American business visitors to the Consulate General report a genuine pro-American spirit existing among their Milan counterparts.

Certainly the experience of the commercial section of the Consulate General has been that most Milanese businesses are eager to meet American businessmen.

VIBRANT, MODERN MILAN reflects Italy's growing prosperity. The U.S. Consulate General is located in the tall building at right, and serves as a profitable way-station for visiting U.S. businessmen.

In general, U.S.-made products are held in high esteem, though at times they are regarded as too expensive and too highly specialized for the less-developed and smaller Italian market. Too often, Milanese businessmen lament that they are forced to import from other countries due to seeming U.S. disinterest in servicing the Italian market properly.

U.S. Trade Center in Milan

The following shows are scheduled for the U.S. Trade Center in Milan for the first half of 1967:

Printing and Binding Equipment; February 8-13

Heating, Ventilating, Air Conditioning and Sanitation Equipment; March 1-7

Liquid Petroleum, Gas Utilization Equipment; May 12-18

Industrial Furnaces; June 13-18

Shows under consideration for the fall include:

Semi-conductor and Selected Production Equipment for Electronics (local show)

Materials Handling Equipment

Equipment, Raw Materials and Supplies for the Production of Plastics

Papermaking Machinery and Equipment

Neglect of Italian customers the moment demand rises in the United States is one of the several major complaints voiced in Milan. The fact remains that great receptivity for American products exists here.

Highly sophisticated

With almost every index indicating that the Italian economy is recovering from its slowdown, the high level of United States exports to Italy probably will be maintained or even surpassed. But there will be keen competition from Italian as well as foreign firms.

The business community in Milan is highly sophisticated and cannot be expected to buy American goods which cannot be sold at home. The American firm, seriously export-minded and with a quality product competitively priced, will find many familiar commercial practices in Milan. Differences do exist but they present few difficult problems and certainly none are insurmountable.

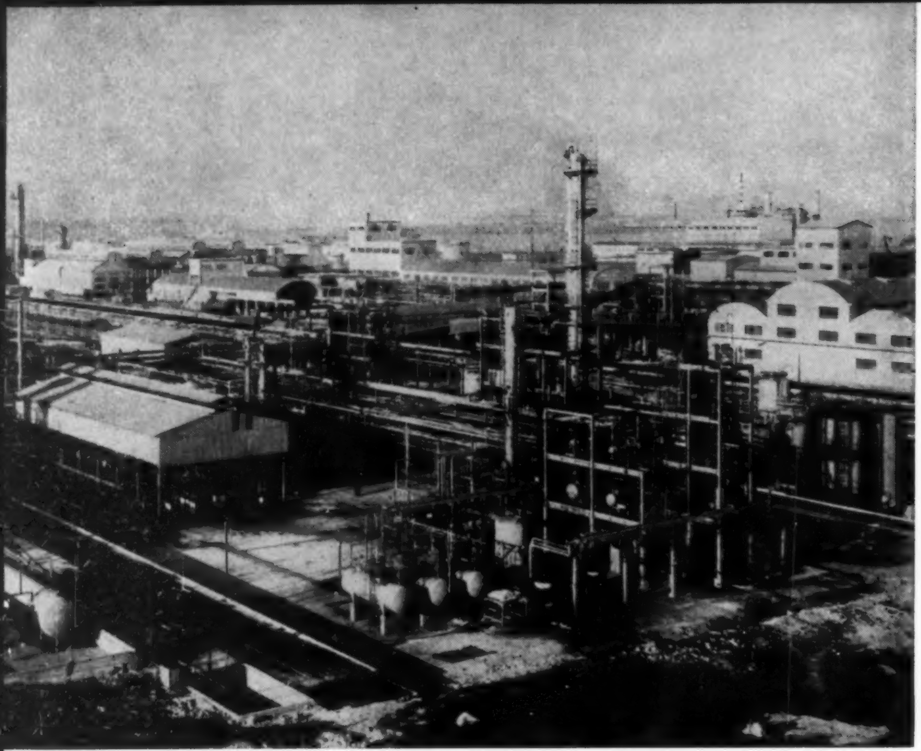
A recent publication of the Milan *Unione Commercianti* posed the question: What one thing does Milan love? The emphatic answer was WORK. Economic activity, a centuries-old tradition, is the life-blood of this city. Its residents regard themselves as the New Yorkers—in the best sense of the expression—of Italy.

Good chances

Milan is spearheading Italy's drive to modernize its economy in order to satisfy the demands of its people. Its need for improved distribution channels to cater to a broadening affluence and purchasing power presents excellent opportunities for American capital and consumer goods.

Italy has been one of the best foreign markets for U.S. products, and recent statistics indicate further expansion of the Italian market. There is increasing recognition that Milan is admirably situated not only for the tapping of the attractive sales and investment possibilities in Italy, but also for tapping the markets of the entire European Economic Community.

The American Consulate General, on the spot in Milan, and the U.S. Department of Commerce and its 42 field offices in the United States stand ready, willing, and able to help American business exploit this exciting situation.



RENEWED INDUSTRIALIZATION in Sicily is seen as national and local governments offer incentives. This SINCAT petrochemical complex at Priolo, Syracuse Province, is in line for expansion.

SELLING IN ITALY TODAY

Sicily, with its recession over, gets strong governmental boost towards resuming postwar growth

Petroleum expected to play major role in economic recovery; proposed Messina Straits Bridge would invigorate island

By WILLIAM T. CARPENTER, JR.
Economic Officer and

JACK FLATAU
Economic Specialist
U.S. Consulate General, Palermo

There was a time when Sicily evoked only thoughts of a pleasant island of sunshine, lemons and oranges.

Times have indeed changed. Industrialization since World War II has altered the scene radically and will continue to do so. American exporters have participated in a boom period of industrial development in Sicily.

Now, after a period of reduced growth rates, there are indications that industries in Sicily will develop and grow anew. As the development process gets underway again the possibilities for sales of machinery and equipment and other capital goods and services will increase.

U.S. firms will do well to follow the Sicilian economy closely, as it is separate and distinct from the Italian economy in many ways.

Renewed industrialization in Sicily may not come with the rush some observers predict for the factors involved are many and complex. The welcome mat, however, is still very much out in Sicily, as it has been for 15 years.

The national government's development agency for Southern Italy, the Cassa per il Mezzogiorno, provides funds and other incentives. Sicily, as a semi-autonomous Region of Italy with unique freedom to operate independently of Rome, has furnished additional incentives.

The sum total is an impressive array of public works programs, government participation in the capitalization of new industrial firms, low-interest loans, subsidies, exemption from import duties on machinery for approved projects, tax exemptions and moratoriums.

Two of the better known agencies dedicated to Sicily's industrial development are IRFIS and SOFIS. IRFIS (Istituto Regionale per il Finanziamento alle Industrie Siciliane) is a national government agency, funded in part by the *Cassa,* which provides medium-term credit to industry in Sicily. SOFIS (Societa' Finanziaria Siciliana), a quasi-public regional agency, was set up to attract a broad range of small and medium size industries to Sicily, using Sicily's raw materials and labor. It now participates in more than 40 industrial firms.

However, the rate of industrial expansion has declined in the last four years. Industrial investments dropped, new initiatives have been few and Sicily, which had been leading the rest of the Mezzogiorno, is now lagging behind in industrial development.

Existing industrial scene

Much of Sicily's industrial development is located in the eastern coastal area from Catania south to Syracuse. Ragusa and Gela in southeastern Sicily are other areas of importance since oil was found there.

The petrochemical and chemical industries are the most important industrial investments to date. The complexes found in Sicily include public agencies, such as ENI and its subsidiary ANIC, and private capital, such as Standard Oil (ESSO), Union Carbide, Montecatini, Edison and Bombrini Parodi & Delfino.

A large portion of the equipment used in these various plants is of U.S. origin and evidence of U.S. technical know-how is common.

A large pharmaceutical plant and a paper mill, both with American capital participation, are other successful industrial ventures. American firms also participate in the large-scale production of electronic products, steel pipe and industrial valves in Sicily.

With the recession over, some Palermo observers see Sicily as again on the road to prosperity. They are predicting with confidence that Sicily can bring on a new millennium for business and industry by the end of 1970 despite mounting labor costs, costs of training unskilled workers, the costs of importing skilled workers, technicians and management personnel and frequent labor strikes.

All authorities recognize Sicily's dependence on the economy of mainland Italy, even though it is a distinct and different region which should not be viewed as just another area of Italy, nor even as just a part of the South.

Important programs of public works are already underway. New schools, hospitals, and training centers will be built throughout the island; electric power, water systems, and sewage plants will be expanded or improved.

New industrial ventures will hopefully be attracted into Sicily by the establishment of industrial development zones endowed with basic facilities, including free sites, communication, electric power and water systems.

High on the priority list of all development programs is the creation of a modern and efficient highway network, although the work is going ahead too slowly for many. Thus, by providing Sicily with its much needed infrastructure the two governments are trying to create optimum conditions to attract industrial investments again and inject new vigor into productive activities.

In 1965 an agreement was signed by Ente Minerario Siciliano, the Sicilian Mineral Agency; ENI, the State-controlled oil agency; and Edison, a private Milan financing group, to create several projects of major interest in the mineral and chemical fields.

Under the agreement potassium salt mining in the Enna province will be modernized and plants will be established in Enna, Gela and Licata producing potassium sulfate and chloride, phosphoric acid and acrylic fibers.

Within the framework of the new agreement Edison is also prepared to invest about $112 million of its own money by expanding its SINCAT (Priolo, Syracuse) petroleum and chemical complex.

The agreement is a landmark in relations between private and public enterprise and is the first example of active cooperation between the two in Sicily on a large scale.

The expansion of the petroleum sector continues, due to Sicily's proximity to oil-rich Libya. ESSO's RASIOM is investing $26 million—in addition to its previous $70.4 million, in new refining programs, including production of high-test and aviation gasoline.

ANIC Gela, an ENI subsidiary, is planning to spend some $48 million for its expansion program at its $240 million petrochemical complex at Gela. Other oil companies, including Soc. Raffinerie Mediterranea and Marathon, are considering substantial investments in the petroleum refinery and distribution.

Other Sicilian extractive and processing industries continue to develop. Natural gas in large quantities has been discovered in the Province of Enna. The marble industry is recovering. Present day world market conditions are creating an opportunity for the revival and modernization of the sulphur industry.

Both the national government (Green Plan) and regional Sicilian agriculture programs aim at further agricultural modernization and mechanization.

A super drydock project for Palermo was recently initiated to accommodate vessels up to 200,000 d.w.t. and capitalize on Palermo's favorable geographic and strategic location on the Mediterranean and Near East petroleum routes.

A long-discussed project to assemble 30,000 Fiat passenger cars in the Palermo area is gaining momentum.

Anticipating the eventual recovery of the building industry—the worst hit in 1962—Italcementi has recently completed a three million ton cement factory in the Agrigento province.

Another interesting project which is still under study by national, regional and local governments, as well as by a number of private and public companies, is the Messina Straits Bridge. A start has been made to determine the feasibility of the project by studies and surveys of the straits geology and currents. Such a link between Sicily and mainland Italy will assist industrial development.

Interesting prospects

The U.S. has consistently been one of Sicily's main suppliers, particularly of industrial machinery and equipment. In 1962, the peak year for U.S. exports to Sicily, American products worth $29.8 million were imported into Sicily, including $9.9 million in industrial machinery and equipment.

The re-establishment of industrial development will provide interesting additional opportunities for U.S. capital goods and know-how. Already a large petrochemical company is planning to purchase U.S. machinery and equipment valued at $16-32 million for its petrochemical plants.

Progressive-minded businessmen may also find it worthwhile to give more than passing attention to the island's long-range projects.

Contacts abound for U.S. firms interested in Italy

Italian Government maintains offices in 15 U.S. cities

Businessmen desiring business contacts in Italy may consult with the Italian Embassy, Consulates or Trade Commissioners in the United States, the U.S. Embassy or Consulates in Italy or any of the 42 Commerce Dept. Field Offices.

The Italian Government maintains an Embassy at 1601 Fuller St. NW., Washington, D.C. 20009 (telephone 234-1935) and a commercial section located at 2401 15th St. NW., Washington, D.C. 20009 (234-9215). Consulates General are situated at 101 Tremont St., Boston 02108 (542-0483); 209 N. Michigan Ave., Chicago 60601 (726-7838); 3803 St. Charles Ave., New Orleans 70115 (895-7744); 690 Park Ave., New York City 10021 (737-9100); 2128 Locust St., Philadelphia 19103 (567-7436); 2590 Webster Ave., San Francisco 94115 (931-4924).

Consulates are maintained at 408 Bulkley Bldg., Cleveland 44115 (439-5235); 450 East 9th Ave., Denver 80203 (244-7100); 1929 National Bank Bldg., Detroit 48226 (963-8560); 649 So. Olive St., Los Angeles 90014 (622-6618); 722 Chestnut St., St. Louis, Mo. 63101 (231-9358); 562 Stuart Bldg., Seattle 98104 (623-4656).

Trade Commissioners are located at 820 Statler Office Bldg., Boston 02116 (426-3214); 67 East Madison Ave., Chicago 60603 (332-3940); 212 World Trade Bldg., Houston 77002 (222-2229); 1125 Grand Ave., Kansas City 64106 (842-5078); Gateway West Bldg., Century City, Los Angeles 90067 (879-0950); International Trade Mart, New Orleans 70112 (525-9366); 2 Penn Center Plaza, Suite 1401, Philadelphia 19102 (563-0641).

The United States maintains an Embassy in Rome, at Via V. Veneto 119; Consulates General at Genoa, Banca d'America e d'Italia Building, Piazza Portello 6; Milan, Piazza della Repubblica 32; Naples, Piazza Principe di Napoli; Palermo, Via Marchese di Villabianca.

Consulates are located in Florence, 38 Lungarno Amerigo Vespucci; Trieste, Via Galatti 1; Turin, Via Alfieri 17.

SELLING IN ITALY TODAY

Genoa is leading port of entry for Italian imports from U.S.

Northern city is also a gateway to South-Central Europe; new storage area helps relieve pressure on overloaded port

By ARNOLD K. CHILDS
Economic/Commercial Officer
U.S. Consulate General, Genoa

As Italy's principal port and one of the major ports in the Mediterranean, Genoa holds a preeminent place in Italian trade with the outside world.

For the United States, too, Genoa is important as the leading port of entry for American exports to Italy. It is also the gateway for American goods headed for other countries in south-central Europe, particularly Switzerland.

In 1965, cargo from the United States accounted for more than 10% of Genoa's total incoming freight traffic. In that year, approximately three million metric tons of American cargo were unloaded, including such commodities as coal, metals and metal scrap, grains, wood pulp and cellulose, paper, and industrial machinery and equipment.

The total value of incoming shipments from the United States in 1965 cleared by Genoa customs was $272 million, which represented about 13.5% of the value of Genoa's total inbound freight traffic. In addition, substantial amounts of U.S.-origin cargo were unloaded at Genoa but cleared by customs at inland destinations. For example, in 1965 the Milan customs cleared $250 million worth of U.S. exports, a large part of which undoubtedly had passed through the port of Genoa.

In addition to the freighters, American passenger liners make regular calls at Genoa on Mediterranean voyages.

Genoa is an attractive city of 850,000 situated in the center of the Italian Riviera. Its international fair facilities, very close to the port, provide an excellent showplace for U.S. exporters who want to expand their sales in this area.

Among the major fairs held in Genoa are an annual international Boat Show and a bi-annual International Communications Fair.

Genoa's importance as a port is based in large part on its location within the northern industrial area—the triangle formed by Genoa, Turin and Milan. Much of the cargo unloaded on Genoa's docks is destined for factories in this booming industrial zone.

This tri-city triangle is also important commercially, as a major, expanding market. Consequently Genoa is the logical port of entry for consumer items as well as industrial goods from the U.S.

Leading northward from Genoa to Milan and Turin are first-class railroad lines and good highways. A fine limited-access toll highway provides an excellent route through the Apennines for trucks carrying shipments to Milan.

New warehouse opened

Just beyond the Apennine barrier, on flat land about 45 miles from Genoa, is a newly opened warehousing facility at Rivalta Scrivia. This project, developed entirely by private initiative, will provide a safety valve for the port, which needs space to breathe and expand but which is geographically confined by the terrain of the Ligurian Coast, the industrial establishments and the Christopher Columbus Airport on its west flank.

The 770-acre storage center, called *Centro di Rivalta Scrivia,* includes a bonded warehouse section, with an immense covered concrete structure of 82,500 square meters. (500 meters long and 165 meters wide). An equally large warehouse is available for private storage.

The bonded section also includes an outdoor storage area of 100,000 square meters for containers, wood, heavy machinery and similar large items.

Within the center are more than six miles of rail lines, which enter the warehouses, as well as ample service roads and truck parking facilities. Rivalta Scrivia also has excellent rail connections with Genoa, Milan, Turin and points beyond.

At the port of Genoa, goods can be unloaded from arriving vessels and—after a minimum of customs formalities—be placed in bonded railroad cars for the trip to Rivalta Scrivia.

Upon arrival at the Center, and later upon departure, shipments will be checked by customs officials. Goods in transit from Genoa to central Europe will be exempt from customs duties.

The Center went into operation during the last week of November 1966. The eventual cost is estimated at approximately $14.5 million, of which about $9 million has already been expended.

MORE U.S. GOODS ENTER ITALY THROUGH GENOA than any other Italian port. The city is also a gateway for shipments to South-Central Europe. Here an American Export-Isbrandtsen Lines ship unloads.

Diplomatic officials, businessmen wrote articles for this section

This special section has been prepared with the cooperation of U.S. diplomatic personnel and private businessmen in Italy and the Bureau of International Commerce's Office of International Regional Economics in Washington. Brief biographies of the authors follow:

HADRABA

Since joining the Foreign Service in the 1930's, **Theodore Hadraba** has served in Prague, Brussels, Bern, Ankara, Stuttgart, Vienna, Washington and Rome. During World War II he handled U.S. interests in enemy territory through the Swiss Government, while he was stationed in Bern. In 1956 he went to Vienna as Coordinator for Hungarian relief. Before taking his present assignment, Mr. Hadraba was the State Department's Coordinator for Commercial Activities, with the rank of Deputy Assistant Secretary of State. He has been stationed in Rome since 1964.

BOYLE

Prior to being stationed in Rome, **John A. Boyle** had been assigned to the Office of East-West Trade in the State Department and was second secretary at the U.S. Embassy in Saigon. A graduate of Fordham University, Mr. Boyle is an Army veteran who worked in a private bank before joining the Foreign Service in 1960.

FUESS

John C. Fuess has been stationed in Trieste for the past four years. Since joining the Foreign Service in 1939, the Harvard graduate has also served in Mexico City, Belfast, Auckland, Capetown, Milan, Santiago (Chile), and Rome. He has also been Deputy Director of the State Department's Office of International Conferences and spent a year on detached duty studying advanced economics at the University of Wisconsin.

HEIKENEN

Harry W. Heikenen, Deputy Director of the U.S. Trade Center in Milan, majored in economics at the University of Minnesota and spent a few years in private business before entering the Foreign Service. He has served at Munich, Helsinki and Singapore, and prior to his present assignment was Assistant Coordinator for Commercial Activities for the Department of State.

LUBKEMAN

Walter H. Lubkeman was educated at Harvard and Columbia, and entered the Foreign Service in 1955. He was stationed in Rotterdam and Venice before being assigned to State Department headquarters in Washington for four years. He has been in Milan since February 1964, serving in the twin roles of Trade Promotion Officer at the Trade Center and Commercial Officer at the Consulate General.

LAGASSE

Henry A. Lagasse was born in Nashua, New Hampshire. He attended Georgetown University School of Foreign Service and Georgetown Law School. His previous assignments took Mr. Lagasse to Le Havre, Dublin, Havana, Venice, Washington and London. He was assigned senior commercial officer in Milan in August 1966.

BURDICK

Herman H. Burdick was educated at CCNY and Seton Hall, and is a member of the New York Bar. He practiced law until 1957, when he took a position with the European Exchange System in Nuremberg. He has been General Secretary of the American Chamber of Commerce in Italy since 1961.

SMITH

Donnell Smith has been in Naples since July 1966. He previously served in Genoa and Dar-es-Salaam, and with the Bureau of European Affairs in the Department of State. He is a graduate of the University of Chicago and during the 1962-63 academic year studied at Berkeley under the sponsorship of the Dept. of State.

CRISTOFANETTI

Alberto Cristofanetti, a naval and mechanical engineer, served before and during World War II as a regular officer in the engineering corps of the Italian Navy. After the war he was employed by Socony Vacuum Italiana in its marketing department. He has served with the American Embassy in Rome as industrial specialist since 1957.

MELONE

Roy R. Melone is a graduate of the University of Rome with a major in Economic and Commercial Sciences, and has served as a Commercial Specialist with the U.S. Embassy in Rome since 1945. Prior to his assignment with the Embassy, he was active in the management and operation of retail stores in Rome.

LOMBARDI

Raymond B. Lombardi, a foreign service officer assigned to the U.S. Consulate in Turin, received his B.S. degree in Economics/Management from the University of Rhode Island. He has been with the Department of State since 1961, serving previously in the consulate at Belize, Br. Honduras.

Born in Columbus, Ohio, **Arnold K. Childs** has been with the State Department since 1949, and joined the Foreign Service in 1955. He was educated at Dartmouth, Ohio State and Harvard. Before becoming Economic and Commercial Officer at Genoa a year ago, he had served in Naples, Pakistan and Washington.

William T. Carpenter, Jr., Economic Officer at the U.S. Consulate General in Palermo, holds a Foreign Service degree from Georgetown University. Since 1948, when he joined the Department of State, he has served as vice consul in Calcutta and Bern and consul in Seoul and Taipei, prior to his present assignment.

Florence traders recover from flood damage to stocks

Firms producing for export doing business as usual

The Florentine businessman is not easily discouraged. The flood waters that lashed through northern Italy in early November 1966 caused considerable commercial loss and destruction to Florence and the surrounding area, but the vigor and optimism with which local businessmen have attacked the clean-up and recovery task is remarkable.

The Industrialists' Association of the Province of Florence estimates that over 500 industrial firms in the province were damaged in November. The industries hit were wearing apparel, metal processing, footwear, leather goods, publishing and printing, chemical and pharmaceutical, ceramics and glass, wood working, and cement, lime and brick. Almost all the plants are back in operation.

No shortage anticipated

Firms producing for export are proceeding as usual in filling orders for spring and Easter shipments. No shortage of finished goods is anticipated, as most firms have worked tirelessly to replace lost stocks. The efforts of artisans have been particularly successful; many craftsmen worked under difficult conditions during the initial period after the floods to replace lost merchandise.

Many of the principal hotels in Florence that were damaged are reopening their doors. Most of them will be ready for business by early spring.

SELLING IN ITALY TODAY

American Chamber of Commerce in Italy smooths export path

Membership includes over 2,000 companies interested in trade with U.S.; main office is in heart of business area

By HERMAN H. BURDICK

General Secretary

American Chamber of Commerce in Italy

The American Chamber of Commerce in Italy, an affiliate of the Chamber of Commerce of the United States, has been in operation since 1915. An American Chamber of Commerce overseas is a voluntary association of businessmen, both U.S. and local, organized to improve trade between the U.S. and the host country.

Unlike Italian Chambers of Commerce, which are governmental agencies, and unlike the average Chambers of Commerce in the United States which devote much effort to other activities, the American Chamber of Commerce in Italy is solely in the international trade and investment business, servicing and assisting its members in these areas. It works closely and cooperates fully with the U.S. Embassy and Consulates and Trade Center.

The Chamber has 2,500 members, of which over 2,000 represent Italian firms, the balance representing American subsidiaries in Italy. There are therefore 2,000 firms which have a definite interest in trade with the United States. Each of these has been carefully checked out before being admitted to membership. Credit and other information on these firms is readily available.

These firms also have indicated their special areas of interest, either importing or exporting, investment opportunities, licensing agreements, or exchange of know-how. In other words, American businessmen who want to trade or invest in Italy already have a starting point to find the right local business partner.

When a firm wants to enter the market, the American Chamber has the experience and information to help avoid some pitfalls.

The Chamber in Italy has its main office in Milan, where over 50% of its membership is concentrated, but it also has branch offices in Rome and Florence. In other cities it is assisted by prominent local business or professional persons in an honorary representative capacity.

The Chamber publishes a monthly magazine *Italian American Business,* with a circulation of 3,000, which contains original articles on trade or business by prominent Italian or American businessmen; information on American investments in Italy; new personnel in the various companies; important items of interest for businessmen; listing of trade shows and fairs in Italy and Europe; and a trade opportunity section.

In addition, a monthly newsletter is sent to the member firms, pointing out items of special or timely interest, such as visits of trade groups, Chamber luncheons or meetings. Furthermore, the Chamber publishes a yearly directory which contains an alphabetical listing of its 2,500 member firms, giving names, addresses, name of the principal officer; and a classified listing which is very detailed and clearly identifies the activities of manufacturer, exporter, importer, agent or distributor.

Committees make a great contribution to Chamber work. These include a Legal Committee comprised of eminent local and American attorneys in the international field; a Trade Committee made up of eminent bankers, freight forwarders and others; a Committee on American Industry, composed of managers of American subsidiaries in Italy; and a Publications Committee. These committees have recently made a salary survey; studied the U.S.-Italy Treaty Against Double Taxation, both with regard to corporation and individual taxes; and organized workshops and seminars. The Florence chapter started a school to train assistant buyers, the first of its kind in Italy and the first under the Italian national government's program of business-school training.

It is surprising how few American firms know of the activities or even the existence of American Chambers of Commerce overseas.

President's Commission calls for a single, worldwide patent system

Panel recommends some possible first steps toward universal protection for inventors; asks revisions in Paris Convention

The President's Commission on the Patent System has recommended that the United States take all appropriate steps toward the establishment of a universal patent, which would make it feasible for inventors to obtain worldwide protection for their discoveries.

At present, the inventor who desires international patent protection is required to file a multitude of applications, each governed by separate and distinct systems of laws, rules and procedures.

To achieve a truly international patent, the Commission's report says that the nations of the world must adopt a single set of long-range goals to guide the evolution of the world's patent systems into a unified system.

Interim steps suggested

The report cautions that attempts by revolutionary change to scrap present systems in favor of new ones, in the U.S. or abroad, are neither feasible nor desirable. However, it holds that now is the time to develop interim steps toward the ultimate goal of a universal patent.

As one step in this direction, the Commission endorsed the principle of harmonizing U.S. practice with prevailing foreign practice wherever this is possible without harm to the U.S. system.

An intermediate step in the process might be the formation of regional patent systems groupings. The report states that this could create respect for cooperative searching and, beyond that, to mutually recognized patents among the members of the group.

Universal patent is goal

Finally, as an adjunct to achieving the ultimate goal of a universal patent, the Commission recommended the establishment of a network of mechanized information storage and retrieval systems involving all of the patents and other technical literature of the world.

In other areas affecting the international patent situation, the report called for modification of the Paris Convention to allow for measurement of the term of a patent from an effective filing date. This would provide a common measuring point for the patent term, which would be another large step toward a universal patent.

The Commission also recommended that the Paris Convention be revised to allow a right of priority to be based on an application for an inventor's certificate.

Ten private businessmen and lawyers joined four government representatives on the Commission.

Copies of the final 58-page report of the President's Commission on the Patent System are available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, at 65 cents.

Commerce unit will approve free entry for technical imports

Division set up to implement U.S. participation in Florence pact

The Commerce Department has announced the establishment of a Scientific Instrument Evaluation Division to process applications for duty-free importation of certain scientific articles under the Educational, Scientific, and Cultural Materials Importation Act of 1966.

The Act implements the Florence Agreement, which has been signed by the United States and 22 other countries. It provides for free entry of certain categories of educational, scientific, and cultural articles imported for nonprofit educational and research institutions, if no similar article of equivalent scientific value is being made in the United States.

Among fields covered are those for electronic, medical and optical research. Previously, special legislation was required for duty-free entry.

Institutions desiring to import articles free of duty must file an application initially with the Bureau of Customs for a determination on conformance with provisions of the Act. The Bureau of Customs then will forward applications to the Office of Scientific and Technical Equipment for evaluation and processing.

Application forms for free entry are available from the Bureau of Customs.

Write: Office of Scientific and Technical Equipment, BDSA, U.S. Department of Commerce, Washington, D.C. 20230. **Telephone:** WOrth 7-2775.

AMA Mexican center to feature seminars, interpreter services

Third AMA overseas center opens this week in Mexico City

The American Management Association is opening a new Management Center in Mexico City. This is the AMA's third overseas center; others are in Brussels and Sao Paolo, Brazil.

A top management seminar was held last May, and seminars on manufacturing, marketing, finance and personal management were conducted in Mexico City during July and November, 1966.

As the center broadens its activities, AMA program divisions will design seminars and courses for the Mexican community, using both Mexican and U.S. leaders and speakers. AMA publications, supervisory training courses and the executive compensation services will be available in both English and Spanish.

The center, located on Mexico City's principal business thoroughfare Paseo de la Reforma, has a conference room, library, manager's office, three other offices, and reception and storage areas. A transistorized communications system providing simultaneous Spanish-English interpretation has been planned for future meetings in various hotels throughout Mexico.

Road group plans regional meetings in Beirut, Sydney

The International Road Federation has scheduled a Middle East Regional Meeting for Beirut from May 8-12, and a Pacific Regional Conference for Sydney, Australia next Jan. 21-26. **Write:** International Road Federation, 1023 Washington Bldg., Washington, D.C. 20005.

Minnesota firm wins 'E' award for increasing its exports of chicken brooders and feeders

A. R. Wood Co. of Luverne, maker of Northco farm equipment, uses executive travel and trade shows to expand markets

A Minnesota manufacturer of automated farm and poultry equipment has received the Presidential "E" award for its development of worldwide markets. A. R. Wood Manufacturing Co. of Luverne has expanded exports through executive travel, participation in trade shows, development of special packaging, prompt delivery and servicing, and a stable pricing policy.

A. R. Wood is the designer of Northco farm automatic systems. The company has factories in Luverne, Minn., and Santa Cruz, Calif. It also manufactures and sells poultry brooders, automatic poultry feeders, pig nursers and automatic hog feeders.

Obtaining foreign distribution for its line of chick brooders and feeders has been a feature of A. R. Wood's growth pattern for several years. There are no large manufacturers in this field, therefore any exporting must be achieved by small companies.

A. R. Wood advertises in U.S. farm and poultry journals as well as foreign poultry journals, and has received many inquiries from prospective distributors. Prospects received from the U.S. Department of Commerce have been followed up successfully.

A. R. Wood now exports to 35 countries in North and South America, Europe, Asia and Africa. The firm has a licensing agreement in Israel.

PRODUCTION LINE at A. R. Wood Co. showing assembling of their radiant gas brooder heat element heads. The company has increased export sales through executive travel, trade show participation.

While poultry equipment overseas sales have not increased industry-wide in recent years, A. R. Wood has tripled its export sales since 1963. The company employs only one hundred people, approximately one quarter of whom work in exporting.

A. R. Wood products displayed at many U.S. Trade Shows have created tangible interest. Contacts were made at the Frankfurt Trade Show in May 1965 with prospective distributors from as far away as Lebanon, Greece, Scotland and England. Company participation in a recent livestock show in Japan also proved fruitful.

Products are exhibited at major Canadian poultry shows, including the annual Canadian Poultry Show in London, Ontario. A. R. Wood exhibited its products at the Cologne Farm Show in Germany in 1965, and each year at the Poultry Show in Lebanon.

Subcontractor for AID

The company has helped its exports by serving as subcontractor to the Agency for International Development program, which uses its brooders.

Market research has enabled A. R. Wood to determine the areas where substantial sales volumes can be developed. An important consideration is the availability and cost of liquified petroleum gas or natural gases. The company makes a most economical brooder based on a unique patent device it has developed which makes it possible to use the gas brooders in areas where LP gas is comparatively expensive.

A. R. Wood has proven itself able to take advantage of the changing food habits in some countries. For example, the Japanese, who have always lived on fish and rice as staples, are looking elsewhere because of the population increase and the depletion of traditional food supplies. They are now turning to chickens because they can be raised economically and quickly, and are a high protein food. More pounds of poultry can be raised in a concentrated area than any other meat.

Distributors chosen

Final selection of overseas distributors is made after personal contact by the company president and key company officials, who travel throughout the marketing areas.

Standard policy at A. R. Wood is to quote prices F.A.S. nearest port, instead of F.O.B. the plant, which stabilizes the delivered price. Meeting delivery sched-

CHICKEN BROODER AND FEEDERS manufactured by the A. R. Wood Co. are shown in use in South Africa. The firm advertises in foreign poultry journals; provides full warranty, prompt servicing.

ules promptly has kept customers from looking and purchasing elsewhere.

Brooders are shipped by boat in "seatainers," which are easily loaded and unloaded. Each seatainer holds 200 brooders, thus eliminating individual crating for foreign shipment and saving money for the customer.

Customers receive a full warranty, together with comprehensive instruction manuals, and are provided prompt servicing and spare parts. Distributor representatives often visit the Luverne factory to become acquainted with the latest equipment and service operations.

Another important A. R. Wood policy is keeping products up-to-date, including updating older used models.

Prices stabilized

Maintaining a stable pricing policy has been effective in assuring customers that the company would be competitive in most areas, even more competitive than products that are manufactured on a licensing arrangement, a merger or a venture of mergers of other competitors with foreign companies.

The "E" award was presented by Roderick M. Gillies, executive director of the Department of Commerce's Export Expansion Councils, to D. M. Lippi, A. R. Wood president.

Tariff Commission to hold public hearing March 14

The U.S. Tariff Commission will hold a public hearing at 10 a.m. on March 14 in the Hearing Room, Tariff Commission Bldg., 8th & E St. NW., Washington, D.C., as part of its investigation of the probable effect of automatic termination of increased tariffs on typewriter ribbon cloth.

Increased rates of duty were imposed by Presidential proclamation upon imports of cotton typewriter ribbon cloth in 1960 following an escape-clause investigation by the Tariff Commission under section 7 of the Trade Agreements Extension Act of 1951. The increased rates will automatically terminate at the close of Oct. 11 as stipulated by section 351(c)(1)(B) of the Trade Expansion Act unless extended by the President.

The petition filed in this case may be inspected at the office of the Secretary, U.S. Tariff Commission, 8th & E St. NW., Washington, D.C., and at the New York City office of the Tariff Commission located in Room 437 of the Customhouse.

Appearances at the hearing should be entered in accordance with section 201.13 of the Tariff Commission's Rules of Practice and Procedure.

World traders' Chicago meeting opens Feb. 15

30th annual conference to view business and government roles

More than 1,000 international trade executives expected at the 30th Chicago World Trade Conference will hear discussions on the partnership of private business and the U.S. government in world trade.

Opening speakers at the Feb. 15-16 conference will be Edson W. Spencer, vice president of Honeywell, Inc., of Minneapolis, Roger E. Anderson, senior vice president of Continental Illinois National Bank & Trust Co., and Stuart G. Tipton, president, Air Transport Assn.

The luncheon session on Wed., Feb. 15, will have as its chairman Maynard P. Venema of Universal Oil Products Co., Des Plaines. Featured speaker Thomas M. Ware, chairman of International Minerals & Chemical Corp. of Skokie, will discuss America's role in an increasingly food-short world.

Workshop leaders include John A. Miguel, Jr., vice president, Zenith Sales Corp., Gerard E. Keidel, vice president of American National Bank & Trust Co. of Chicago, and Donald Ward, General American Transportation Corp.

Thursday's opening speaker will be H. M. Connelly, vice president, international division, Kraft Foods Division, National Dairy Products Corp.

Other speakers are G. Kenneth Crowell, executive vice president, Kimberly-Clark Corp., Gilbert J. Sturrock, personnel manager for international operations, Sears, Roebuck & Co., and Donald L. Porth, vice president, Culligan, Inc.

Luncheon speaker will be Tom Lilley, director of the Export-Import Bank.

E. E. Schnellbacher, assistant director, Bureau of International Commerce, DOC, will lead a workshop on opportunities in world markets for smaller firms.

James A. Cassin, chief of export expansion for the State of Illinois Dept. of Business and Economic Development will lead the world market round-ups on Asia (Pacific Area) and Latin America.

Featured speaker at the closing session will be Andrew F. Brimmer, governor of the Federal Reserve system.

EXHIBITIONS, TRADE CENTERS, TRADE MISSIONS

United States overseas

The export promotion dates on these five pages offer important information for the U.S. exporter by telling what to sell, and where and when. The opportunities lie in commercial trade fairs, U.S. trade center shows, trade missions, America Weeks, the Sample Display Service and Mobile Trade Fairs. The last three are described elsewhere in this schedule.

Aggressive promotion is necessary to clinch the sale, but the task is made easier by exposing your products in the ways listed here.

► Exhibits in commercial fairs by the United States are selected after a research study shows a market for the product.

► Trade center shows held in London, Bangkok, Frankfurt, Tokyo, Milan and Stockholm, are limited to specific product lines.

Write: Bureau of International Commerce, Code 938, Department of Commerce, Washington, D.C. 20230.

► Trade missions composed of U.S. businessmen are organized to promote the export of U.S. goods and services. Some are organized and financed by the U.S. Government. Others are industry-financed and industry-organized and programmed with Government help.

American firms interested in selling their products abroad are invited to submit their business proposals to: Bureau of International Commerce, Code 918, Department of Commerce, Washington, D.C. 20230.

This calendar of exhibitions will appear in the first issue of INTERNATIONAL COMMERCE each month.

Consumer products. SWITZERLAND. The Herren Globus men's stores in Switzerland are planning a retail promotion of U.S. merchandise to be held from January to September. As part of the promotion, the store will present a special exhibition of current U.S. space activities. The display will have its premiere in January at the main Herren Globus store in Zurich, and then travel to Herren Globus stores throughout Switzerland until September. **Jan. 1-Sept. 1.**

Space fully booked

General industrial, office and agricultural machinery. GHANA. Machinery and equipment in the following categories wil be exhibited: General industrial, agricultural, office machinery, construction, materials handling, food processing and packaging, consumer goods. A politically stable economy and an expanding industrial base have created a good market for a wide range of equipment and consumer goods. An extension of the sample display service at the show will provide an excellent means for U.S. firms to become established. **Ghana International Trade Fair, Accra. Feb. 1-19.**

Small-scale industries, agricultural equipment, consumer goods, consulting engineering, general international trade. GHANA, CONGO (KINSHASA), ZAMBIA. U.S. Trade Mission. Mission is scheduled for **Feb. 1-March 3.**

Space fully booked

Printing and bindery equipment. ITALY. An increasing consumption of printed matter provides a lively market for advanced American production equipment. Web-offset and multicolor offset presses, photo-composition machines, and automatic control devices are among the many items of special interest. No import or exchange restrictions. **Milan Trade Center. Feb. 8-13.**

Space fully booked

Electronic data processing equipment, systems and services. GERMANY. Germany, one of the most highly industrialized nations in the world, has needs for quantitative and qualitative data handling systems and represents a prime, multi-million dollar market for U.S. producers of EDP equipment with advanced commercial, industrial and scientific applications. Recent investigations reveal that the country has less than 50% of its requirements fulfilled. Several U.S. firms are now well established there and "newcomers" can successfully penetrate the market, because demands are expanding at an increasing rate. U.S. experience and systems know-how are familiar to, and welcomed by all types of German businessmen, industrialists and scientists. **Frankfurt Trade Center. Feb. 8-15.**

Space fully booked

Specialized electronic systems and instrumentation. JAPAN. U.S. suppliers sold over $64 million worth of commercial, industrial, and military electronic equipment to Japan in 1964. The market for these products is growing as high buyer receptivity to latest U.S. equipment and techniques becomes evident. **Tokyo Trade Center. Feb. 20-25.**

Space fully booked

Dairy and food processing and packaging equipment. SCANDINAVIA. Sweden and its Scandinavian neighbors are experiencing a rapidly rising demand for convenience foods. This demand, prompted in large measure by the large number of working wives and the growing popularity of self service food stores, is in turn creating a need for machinery, equipment and supplies to service the dairy and food industries. A particular need exists for advanced laboratory and testing equipment and mechanized labor saving devices, especially in view of the continual scarcity of labor. American companies with modern equipment in this field will benefit by exhibiting their products in this market. **Stockholm Trade Center. Feb. 23-March 1.**

Space fully booked

Construction, farm, and automotive maintenance equipment. LIBYA. Unprecedented market opportunities abound in Libya's social and economic program stimulated and financed by its new-found oil wealth. Construction and

promotions

agriculture have top priority in the Government's Development Plan that calls for expenditures of at least $325 million in the next two years. In addition, the private sector is in a $1 billion construction boom of its own and needs all kinds of building materials and equipment. **U.S. commercial exhibition, Tripoli International Trade Fair, Libya. Feb. 28-March 20.**

Heating, ventilating, air-conditioning, and sanitation equipment. ITALY. Huge multi-billion dollar Italian government construction programs for schools, hospitals, tourist facilities, and state-owned industrial plants over the next few years open excellent market possibilities for U.S. manufacturers of heating, ventilating, air-conditioning, and sanitation equipment. The U.S. exhibit coincides with the annual Italian Exposition and Convention on Heating, Air-Conditioning, Refrigeration, and Sanitation Equipment at the Milan Fairgrounds adjoining the Trade Center. **Milan Trade Center. March 1-7.**

Specialized medical research and hospital laboratory equipment and supplies. GERMANY. German hospital and medical requirements for laboratory and research equipment, instruments and supplies are growing. There are 150 privately operated clinical laboratories and nearly every one of the 3600 hospitals provides a variety of analytical and medical investigative services. There is considerable need and desire to expand and modernize many of the existing facilities. U.S. manufacturers catering to clinical chemistry, pathology, hematology and related medical disciplines will find promising market opportunities, especially in the fields of medical research. **Frankfurt Trade Center. March 13-18.**

Space fully booked

Equipment and supplies for commercial and residential buildings. THAILAND. Thailand's dynamic economic growth is being paced by booming construction and steady increases in tourism. Hotel rooms are expected to increase 500 percent by 1970, and new restaurants and apartment houses are springing up daily. Existing buildings are modernizing their equipment to meet the competition from new construction. Demand for building and catering supplies and equipment is met almost entirely by imports, as very little in these lines is made domestically. **Bangkok Trade Center. March 22-30.**

Paper finishing and conversion equipment and supplies. SCANDINAVIA. Sweden and its Scandinavian neighbors are experiencing a need for modern equipment and supplies for their paper finishing and conversion industries. The shortage of labor, rising wage costs, and competition from other paper producing areas are necessitating a modernization of facilities. This situation creates a highly receptive audience for modern equipment in the field. U.S. companies will benefit by exhibiting their products in this market. **Stockholm Trade Center. March 30-April 7.**

Machine tools, general industrial equipment, food processing and packaging, electronic components, chemical products and raw materials. BRAZIL. U.S. Trade Mission. Business proposals should have been submitted already. Mission is scheduled for **April 2-29.**

Space fully booked

High vacuum equipment. UNITED KINGDOM. There's profit in vacuum, and a sizeable amount of that profit can be gained through international sales. This year, the British market for high vacuum equipment is worth an estimated $11 million. The increasing utilization of thin film techniques in U.K. industry will push sales way beyond that figure in the near future. You can share in this business by exhibiting at the London High Vacuum Show, sponsored by the U.S. Department of Commerce in cooperation with the American Vacuum Society. The only vacuum exhibition in Europe next year. **London Trade Center. April 10-14.**

Space fully booked

Measurement and control apparatus. FRANCE. The French market for this equipment has experienced even, strong and uninterrupted growth in consumption. The market doubled in the last five years and will double again to $330 million in the next three years. The most promising means to reach this market is by MESUCORA, a quadrennial trade fair, which will be attended by more than 100,000 technicians and buyers from all over Europe. **U.S. commercial exhibition, MESUCORA, Paris. April 14-21.**

Area and investment development, metal and mineral mining and processing equipment, food processing and packaging equipment, general industrial machinery, metalworking machinery. TURKEY. U.S. Trade Mission. Business proposals should be submitted by Feb. 28. Mission scheduled for **April 15-May 13.**

Consumer products. SWEDEN. The Ahlen and Holm, AB, department store chain in Sweden is planning a retail promotion of U.S. merchandise to be held from April 24 to May 6. "Hello California" will be the theme of the promotional effort with "Miss California" as the focal point during the two-week sale. U.S. goods will be sold in 15 retail outlets throughout Sweden with special purchases in the U.S. for the America Weeks promotion expected to total $300,000. Items in demand by Ahlen and Holm for the sale include sports and leisure equipment; men's, women's, and children's ready-to-wear clothing; light underwear of all kinds; camping and gardening tools and equipment; home sewing equipment and yard goods; traveling equipment; modern kitchen equipment and bar utensils; toys of all kinds; gift articles; perfumes and toilet articles; phonograph records; and specialty foods and delicacies. **April 24-May 6.**

Welding machines & apparatus, inspection testing, machine tool attachments and components. UNITED KINGDOM. The British import market for machine tools is worth $100-110 million annually. Imports of welding equipment add another $15 million. There has been a sustained increase in

SALESMAN DEMONSTRATES qualities of paper bags designed to hold up to 50 pounds, at a special between-show presentation at the Frankfurt Trade Center conducted by the Interstate Bag Corp.

imports for the past several years and all indicators show that this trend will continue. U.S. manufacturers will be able to show and sell to 50,000 production managers and engineers. **U.S. commercial exhibition, International Engineering and Welding Exhibition, London. April 25-May 4.**

Materials handling equipment. EUROPE. Throughout industrial Europe materials handling equipment is in increasing demand. Problems arising from shortages of labor, spiraling wages and production costs call for constant attention. Devices and systems which will lift, load, store and convey all types of products and materials quickly and economically are constantly in demand as a prime means to increase output, reduce labor input and hold the cost line. In Germany alone consumption of materials handling equipment was valued at approximately 400 million dollars in 1965, of which imports accounted for almost $30 million. U.S. systems and equipment for automated warehousing, boxcar and truck loading, order picking, weighing and registering, as well as narrow aisle trucks, special purpose fork lifts, advanced design clam and other grab buckets, magnetic conveyors, vacuum-lift systems and fluid control devices are among the items which are expected to elicit particular interest. **U.S. commercial exhibition, Hanover Trade Fair, April 29-May 7.**

Consumer products. Grands Magasins a L'Innovation, BELGIUM. A group of buyers from L'Innovation, Belgium's largest department store chain, will visit the United States this fall to purchase some $300,000 worth of U.S. consumer goods for an "America Weeks" sale. The extensive shopping list includes ladies', men's and children's ready-to-wear garments; sportswear and undergarments, including beach articles; household articles of all kinds, such as fabrics, notions, white goods, furniture and house furnishings, electrical appliances and gadgets; personal items, drugs and cosmetics, jewelry, stationery, and paper products. This "America Weeks" promotion will be held in at least five L'Innovation stores—two in Brussels, and one each in Antwerp, Liege and Ghent. Scheduled for **May 5-28.**

Micro-miniature circuits and components. GERMANY. A volume and growing market exists in Germany and Europe for specialized small electronic circuits and components, especially integrated circuits. Hybrid circuits, which are also extensively used, generate a need for compatible discrete components: resistors, switches, etc. Consumption of these products in Germany and the surrounding countries, in addition to space and federal programs, is heavily oriented towards industrial and consumer applications. Advances in U.S. technology and finished products, established production facilities and experienced technical personnel give American manufacturers an excellent marketing position to supply known European needs. Likelihood of low tariffs portends long term potentials for U.S. firms who enter the market now. **Frankfurt Trade Center. May 8-12.**

Liquefied petroleum gas utilization equipment. ITALY. Rising prosperity, increasing consumer incomes, and the desire to modernize both the home and the factory have generated increased demand in Italy for LP Gas appliances and equipment. From 1956 to 1965, LPG consumption increased 360% and the current 10% annual rate of growth is expected to continue for many years to come. This growing market offers excellent opportunities for sales of all types of U.S. made LPG equipment. **Milan Trade Center. May 12-18.**

Packaging machinery and materials. UNITED KINGDOM. Great Britain is one of the world's largest markets for packaging machinery and materials. Last year, packaging machinery sales were almost $106 million. Almost a third of that was imported—which proves that this market can be sold on an export basis. British end users look to the U.S. for new ideas in packaging. Dynamic American firms can translate this preference into new dollar sales by exhibiting. **London Trade Center. May 17-26.**

Production and testing equipment for the electronics industries. SWEDEN. The rapidly growing Swedish electronic industry is producing a wide variety of products for consumer, commercial, industrial, research and other applications. The several hundred electronics manufacturers in Sweden and adjacent Scandinavian countries offer a worthwhile market for U.S. manufacturers of advanced equipment for the production, assembly, encapsulation and insulation of electronic gear, as well as for sophisticated quality control, production, and in-line testing equipment and instruments related to the manufacture of electronic products. This exhibition is the first of its kind in Scandinavia and follows highly successful similar Trade Center shows in Frankfurt, Milan, London, and Tokyo. **Stockholm Trade Center. May 18-24.**

Auto service and maintenance equipment. JAPAN. Japan's automotive service industry is modernizing to keep pace with a spectacular rise in vehicle registration. U.S. firms can capitalize on the expansion by exhibiting in this Exhibition. U.S. automotive equipment is known in Japan for its durability, precision performance, and technical innovation. **Tokyo Trade Center. May 22-27.**

Aviation equipment and components. FRANCE. Air passenger and cargo traffic in Europe is increasing at an extremely fast rate annually, requiring a corresponding growth in commercial airfleets, airports, freight and ground handling facilities, service and repair equipment and all types of aircraft equipment and components. With facilities already feeling the strain of traffic beyond capacity, sales opportunities for U.S. made equipment throughout Europe's aerospace industry have never been better. For the first time, the U.S. government and aerospace industry have joined forces to present an exhibition of the latest aviation equipment components and technology. **U.S. commercial exhibition. 27th International Aviation and Space Salon, Paris. May 26-June 4.**

America Weeks

America Weeks are overseas retail sales promotions of U.S. consumer goods.

Overseas retailers planning one of these promotions make their merchandise selections through overseas officers or agents of American manufacturers or through an appropriate U.S.-based buying office.

Announcement of each separate America Week promotion, along with the name of the related buying office, is made by INTERNATIONAL COMMERCE. In addition, Commerce's Business and Defense Services Administration is developing mailing lists by commodity categories of manufacturers and distributors interested in selling to overseas retailers.

Any U.S. organizations interested in supplying promotional material for this program are asked to give a brief description of the exhibition or demonstration, and to indicate the languages in which it is available.

Write: America Week, Bureau of International Commerce, Department of Commerce, Washington, D.C. 20230.

Sample Displays

"A Sample Display Center is just what the name implies—a place to show samples of U.S. products," Secretary Connor has said.

U.S. firms without agents in the area may use any Center to present their products to prospective local agents and distributors. Centers are in Beirut, Manila, Nairobi, and Bangkok.

They are supervised by U.S. commercial officers at the embassies in the host countries. U.S. products and descriptive literature may be displayed without charge for 30 days.

Write: Bureau of International Commerce, Department of Commerce, Washington, D.C. 20230, or contact any of the Department's 42 Field Offices.

Mobile Trade Fairs

Mobile trade fairs are private business ventures designed to show and sell products of U.S. business and agriculture through traveling exhibitions carried in ships, airplanes, trains and exhibit vans.

Objectives of a mobile trade fair are to help U.S. firms enter the exporting field; to open new markets for American goods; and to assist U.S. business concerns in finding overseas agents.

In an effort to achieve these objectives, the Bureau of International Commerce provides technical support and certain kinds of financial assistance to qualified mobile trade fair operators.

Write: Mobile Trade Fairs, Bureau of International Commerce, Office of International Promotion, Department of Commerce, Washington, D.C. 20230.

Food preparation and hotel and restaurant equipment. SPAIN. Spain's booming tourist industry is creating new sales opportunities. Last year Spain imported more than $26 million of food service equipment and prospects for a continuing high level of dollar sales is expected. Spain's four year development plan calls for an investment of $713 million during 1967 in new hotel construction and expansion of existing facilities to help accommodate the more than 17 million tourists expected in 1967. U.S. equipment suppliers to the tourist, food service and lodging industries can build sales and profits in one of the fastest growing markets in Europe by participating in the U.S.-sponsored commercial exhibition. The exhibition is the first of three in the TOUREX/67 series that will include events later in the year in Germany and Yugoslavia to promote U.S. products in markets totaling more than $4 billion. **International Samples Fair, Barcelona, Spain. June 1-15.**

Metal finishing and anti-corrosion equipment and supplies. SCANDINAVIA. Sweden and the neighboring Nordic countries are modernizing their industrial facilities. The metal working industry which figures prominently in the Swedish economy, and other related industries are in need of advanced technique for metal finishing and the protection of metals from corrosion. There is an opportunity for U.S. industry to introduce recent innovations and significant developments in this field. **Stockholm Trade Center. June 8-14.**

Industrial furnaces. ITALY. Italy's rapid industrial growth, particularly in the steel, automotive and metal-working sectors, provides excellent market possibilities for advanced and sophisticated U.S. metal heat treating equipment. Heat treating of metals is becoming more and more important in Italy, and the demand for industrial furnaces is expected to increase considerably in the next few years, as Italian manufacturers look for advanced industrial heat treating equipment in an effort to cut down on ever-increasing production costs. This exhibit will be the first exclusive showing of industrial furnaces in Italy. **Milan Trade Center. June 13-18.**

Industrial and scientific photographic equipment. UNITED KINGDOM. Large research and development programs in industry and extensive research in the universities have created a substantial market in the United Kingdom for industrial and scientific photographic equipment. Additionally, England is making increasing use of photogrammetry in town planning and traffic studies, opening up additional market opportunities. There are at present 17,000 in-plant photographic departments in the U.K. employing 68,000 people. The average department owns some $4,000 worth of equipment. Sales of photographic equipment and materials to these users totaled $176.4 million in 1965. **London Trade Center. June 13-23.**

REPRODUCTION CAMERAS and specially designed identification camera systems were shown to customers by Polaroid Corp. at the exhibition of microfiling and reprographic equipment held at the Frankfurt Trade Center. The 23 firms in the show expect $600,000 in business during the year after the show.

Commercial and household air conditioning equipment. THAILAND. Heavy emphasis on new construction, particularly that designed for tourist use, is contributing to the ever-increasing demand for air conditioners. In 1964, Thai imports of air conditioning equipment and parts amounted to about $2 million, an increase of 25% over 1963. U.S. manufacturers have been very successful to date but indications are that other foreign companies are jealously eyeing our major share of the Thai air conditioning market and are about to provide greatly increased competition. Aggressive sales promotion through the medium of this Trade Center exhibition will help offset the rising challenge of non-U.S. manufacturers. **Bangkok Trade Center. June 14-23.**

Equipment and systems for telemetry and remote control. GERMANY. A highly receptive market reportedly exists in Germany for telemetric, telecommand, and remote control equipment, for use in the country's advanced industrial, communications, and scientific facilities. The annual market approaches $10 million, with excellent growth prospects for "information transference" equipment in the fields of aerospace, industrial, scientific, bio-physical/medical, meteorological, time-motion, and related intra- and inter-plant activities. In addition to equipment sales opportunities, U.S. know-how may be profitably exported through consulting and engineering services associated with these operations. **Frankfurt Trade Center. June 19-24.**

Space fully booked

Measuring, recording and controlling instruments for the chemical industry. GERMANY. Technical measurement and control instruments, together with equipment for automatic operation of manufacturing facilities, find ever increasing applications throughout Europe. Demands for improved quality and lower costs continue to outstrip European productive capacity. Unemployment is virtually non-existent. The current economic situation demands that industrial capacity be expanded and increased in all sectors of production. The European manufacturer is actively seeking new materials, improved techniques, more modern machinery and equipment and other devices to increase output so that he may produce at a lower cost per man-hour. This international fair offers the most important opportunity for the American manufacturer of instrumentation to show and sell his products to the largest number of buyers from all parts of the world in the field of chemical engineering. It is the most important scientific event of 1967 in Europe in the field of chemical engineering, and will be held during the European Meeting of Chemical Engineers. **U.S. commercial exhibition, ACHEMA, Frankfurt, Germany. June 21-29.**

Factory modernization equipment. AUSTRALIA. In order to stimulate plant modernization, the Australian Government is allowing an extra 20% tax depreciation the first year for approved facilities, thus permitting a 30% allowance the first year of a 10 year period. Total depreciation amounts to 120%, an indirect subsidy of 20%. Of the approximately 59,000 factories on which the Australian economy is vitally dependent for production, repairs, jobbing and subcontracting purposes, the vast majority are operating with old or obsolete equipment, much of it 35-40 years of age. Specific sales opportunities exist for metal working machine tools; industrial heating and foundry equipment; specialized types of valves, pumps, and compressors; rubber and plastic working machinery; automatic welding equipment; and other general engineering equipment and accessories. **Fourth International Engineering Show, Melbourne, Australia. Aug. 7-12.**

Miscellaneous industrial and agricultural machinery and equipment. TURKEY. American firms with Turkish agents who are interested in exhibiting at the Izmir, Turkey Fair should advise their agents to make application at the Commercial Office of the American Consulate General in Istanbul. The U.S. total special allocation in 1966 was $850,000 and it is expected that the 1967 allocation will be at least as much. **Izmir International Trade Fair, Aug. 20-Sept. 20.**

EEC sets tariff quotas, new duty suspensions on many commodities to be imported from non-members

Measures will be in effect for the duration of 1967

The European Economic Community recently approved the following tariff quotas and duty suspensions (partial or total) which will remain valid for 1967 on items imported from non-EEC countries.

Tariff quotas: (see INTERNATIONAL COMMERCE, Dec. 12, 1966, p. 31, for first 1967 tariff quotas, and Feb. 28, 1966, p. 20, for last year's tariff quotas). The tariff quotas are listed below by Common External Tariff (CXT) number, designation of product, Member State/s to which granted, volume limitation in metric tons, and in-quota duty in percent ad valorem.

4801A—Newsprint, Germany, 535,000, 0, and France 107,000, 0. Note: The Council also authorized increases in the German and the French 1966 import quotas, the former by 25,000 m.t. to a total 550,000 and the latter by 39,000 m.t. to a total 115,000.

ex 3808C—Rosins, hydrogenated, polymerized and dimerized, Netherlands, 3,750 (an increase of 1,050 over 1966) 1.7; **7305A**—Iron or steel powders, Netherlands, 1,750 (an increase of 250 over 1966) 2.9.

Duty suspensions are listed below by CXT number, designation of product, and duty in percent ad valorem or zero duty, according to whether the suspension is partial or total. The list remains much the same as last year's (see INTERNATIONAL COMMERCE, Feb. 28, 1966, p. 20). Some new items are included, particularly among the organic chemicals, Chapter 29 of the CXT. Some suspended rates have been raised, again especially among the organic chemicals, from the levels to which they were reduced by the 1966 suspensions. Raising of rates toward the CXT illustrates again, as in the case of tariff quotas, the Community's aim of having as few exceptions as possible to the CXT rates by July 1, 1968, the date set for full alignment of the Member States' external duties on the CXT.

ex 1207K—Jaborandi leaves, 0; **1402BI**—Vegetable hair, 0; **ex 2707G**—Aromatic products for manufacturing carbon black, 0; **ex 2714C**—Extracts from treating lube stock with solvents, for manufacturing carbon black, 0; **ex 2852B**—Chlorides of rare earth metals, 4; **ex 2855B**—Iron phosphides containing 15% or more of phosphorus, exclusively for the fabrication of fining pig or of steel, 0; **ex 2901CI**—Pinenes 8; **ex 2901DV1**—Vinyltoluene 6; **ex 2902B**—Hexachlorocyclopentadiene, 0; **ex 2909**—Butylene oxide, 9; **ex 2913DI**—Pregnenolone, 6; **ex 2913DI**—17 Alpha hydroxypregnenolone, 6; **ex 2913DI**—1, 4, 17 (20)—Pregnatriene-11-beta, 21-diol-3-one, 9; **ex 2913DI**—4, 17, (20)—Pregnadiene-11-beta, 21-diol-3-one, 9; **ex 2913DI**—Dehydroepiandrosterone, 6; **ex 2913DI**—16-Alpha-methylpregnenolone, 6; **ex 2913E**—16-Beta-methyl-16-alpha: 17-alpha-epoxy-5-pregnen-3-beta-ol-20-one, 6; **ex 2913F**—Naphthaquinone, 0; **ex 2913G111**—2, 3, Dichloro—1, 4—Naphthaquinone 8; **ex 2913G111**—Decachlorotetracyclodecanone, 10; **ex 2914AII** c)5—16, 17—Epoxypregnenolone acetate, 6; **ex 2914AII** c)5—16-Alpha-methyl-1,4,9 (11)-pregnatriene-17-alpha, 21-diol-3,20-dione-21 acetate 9; **ex 2914AII** c)5—16-Alpha-methylallopregnane 11-alpha, 17 alpha, 21 triol-3, 20 dione-11 paratoluene sulfonate-21 acetate, 9; **ex 2914AII** c)5—16, 17-Epoxypregnenolone acetate, 6;

ex 2915AIVa—Sebacic acid, 3; **ex 2915B** — Hexachloroendomethylene - tetrahydrophthalic acid and its anhydride, 8; **ex 2916D**—3,6 endoxo-hexahydrophthalic acid and its sodium salt, 10; **ex 2917**—Diethyl sulfate 9; **ex 2923DIV**—3-Aminopropionic acid (beta-alanine), 8; **ex 2929**—Ethylhydrazide of podophyllinic acid, 6; **ex 2929**—Oxime of 16,17-dehydropregnenolone acetate, 6; **ex 2931B**—Thio-bis-di sec. amylphenol, 6; **ex 2931B**—Diisopropylthiocarbamate of S-(2, 3, dichloroallyl), 10; **ex 2931B**—Diisopropylthiocarbamate of S-(2, 3, 3 trichloroallyl), 10; **ex 2935S**—Thiophosphate of 0, 0. diethyl-0-(4-methyl 2-isopropyl)—6-pyrimidyl, 10; **ex 2935S**—2-Chloro-6-ethylamino-4-isopropylamino-1, 3, 5-triazine, 10; **ex 2935S**—2-Chloro-4,6-bis-(ethylamino)-1,3,5-triazine, 10; **ex 2935S**—Dichloride of 1,1′-dimethyl-4,4′-dipyridylium, 10; **ex 2935S**—Dibromide and dichloride of 1,1′-ethylene-2,2′-dipyridylium, 10; **ex 2935S**—1,4 Diazabicyclo-2,2,2-octane (triethylene-diamine), 8; **ex 2935S**—Diosgenine and its esters, 0; **ex 2935S**—4-Cyano-pyridine, 8.

2941A—Digitalins, 6; **ex 2941D**—Pure glucoside of scilla, 6; **ex 2941D**—Salt of calcium of sennoside A and B, 6; **ex 2941D**—Benzylidene-beta-D-glucoside of podophyllo-toxine, 6; **ex 2942C V111**—Alkaloids of rye ergot, their salts, ethers, esters and other derivatives, 6; **ex 2944D**—Cephaloridine, 4; **3807**—Spirits of turpentine (gum, wood and sulfate) and other terpenic solvents produced by the distillation or other treatment of coniferous woods; crude dipentene; sulfite turpentine; pine oil: (A) spirits of turpentine, 3; (B) Others, 3; **3808A**—Rosin, incl. "resinous pitch", 3.5; **ex 3808C**—Hydro-abiethylic alcohol (technical), 0; **ex 3811C**—Pyrethrum extract in solution in mineral oil, 5; **ex 3819D**—Sulfonic acids of schist oils, thiophenes and their salts, 8; **ex 3819Q**—Mixtures of aldehydes from lignine, 0; **ex 3819Q**—Tertiary mercaptans in mixtures, 0; **ex 3819Q**—Crude guanine (scale paste and other fish waste, containing mineral oil, of the type used in manufacturing pearl essence), 0; **ex 3819Q**—Crude diosgenine, 0;

ex 3902CIII—Polysulfohaloethylenes, in one of the forms mentioned in Note 3, (a) & (b) to Chapter 39, 4; **ex 3902CV111**—Copolymers of vinyl chloride and of vinylidene chloride containing at least 80% by weight of vinylidene chloride, in one of the forms mentioned in Note 3(a) & (b) to Chapter 39, for manufacturing fibers, monofilament or strip, 4; **ex 3902CXIVa)**—Copolymers fluoride of vinylidene and hexafluoropropylene in one of the forms mentioned in Note 3(a) & (b) to Chapter 39, 4; **3903BVa)1**—Ethylcellulose (not plastified), 4; **ex 3903BVa)2**—Ethylhydroxyethylcellulose insoluble in water, 4; **ex 3903BVa)2**—Hydroxypropyl-methylcellulose, 12;

ex 4428B—Shingles and siding of conifers, 0; **4501A**—Natural cork, unworked, in slabs or parts of slabs, of a thickness over 30 mm., 3; Other natural cork and cork waste, crushed, granulated or ground, 3; **ex 4801EII**—Japan vellum (special long-fiber paper for making artificial casings and the like or wrapping continuous manmade textile fibers during industrial processing, 0; **ex 5101B**—Hollow-filament yarn of man-made textile fibers, 0; **6203BIb)**—Sacks and bags of a kind employed for packing goods, used, made of fabrics other than jute, linen or sisal, 15; **7019AIa**—Glass beads, cut or mechanically polished, 0; **7019AIIIa**—Imitation precious and semiprecious stones, cut or mechanically polished, 0; **8104M**—Uranium poor in U-235, 0.

Costa Rica announces interim currency measure

Costa Rica has announced a transitory multiple exchange plan, which became effective Jan. 2.

In accordance with this action, the Central Bank now sells exchange at the official price (6.65 colones per dollar) for imports on an eligible list, primarily consisting of petroleum, machinery and foodstuffs.

The official rate is also to be used for pending debts and the remittance of interest, dividends and amortization on investments with the Central Bank.

All other transactions are made in the free market where the rates are reportedly around 7.50 colones per dollar.

The transitory multiple exchange rate will be in effect until all imports are classified. Four lists will be issued with varying exchange surcharges based on the country's needs of certain imports.

Finland puts new tax rates into effect

Changes made to raise more revenue, fight inflation spiral

Finnish tax revenues will be increased by almost $85 million in 1967 as a result of new tax rates enacted in December and effective Jan. 1.

- The Finnish turnover (sales) tax was increased by 1%. This brings the rate on imported articles to 12.4%, levied on the c.i.f. duty-paid value of the article. The turnover tax applies both to domestic and to imported products. Among the few items exempted from the tax are: primary agricultural produce, fertilizers, fodder, medical supplies, round timber, newspapers, airplanes, and ships.
- The personal income tax was reduced slightly on incomes below 9,000 Finnmarks ($2,812) but increased progressively in the higher brackets. The tax increase on an income of 15,000 Finnmarks ($4,688) will average approximately 15%, for example.
- The corporate income tax was increased from 42% to 46% on distributed earnings and from 48% to 49% on retained earnings.

The measures were taken both to raise additional revenue and to reduce inflationary pressures by dampening consumer demand.

In a related move, the Finnish Government obtained an agreement last October from the Central Union of Retailers and the Finnish consumer cooperative associations under which the retailers agreed to abstain from any increases in prices beyond those made necessary by the turnover tax increase on Jan. 1. The purpose of the agreement, which will be effective until March 31, is to assure that consumers will not be faced with rising prices in addition to higher taxes.

Israel plans new depreciation rates on industrial equipment

Accelerated depreciation rates in Israel are to be applied on industrial equipment purchased during the period Jan. 1, 1967 to March 31, 1969 subject to Parlimentary approval which is expected to be forthcoming soon.

Intended to encourage installation of new equipment, depreciation on such equipment, which is currently deductible at rates of 7% to 10%, will be deductible at the accelerated rates of (a) four times the current rates for the first year on locally manufactured items; and (b) two times the current rate for the first two years on imported items.

Industrial equipment valued at $45 million made up over one-third of total U.S. exports to Israel during the first nine months of 1966, an already sizeable portion that should increase further if U.S. suppliers retain their share of an expanded Israeli market for industrial equipment.

Spain limits new output of appliances

The Government of Spain is limiting new production capacity for household appliances. Justification for the move was made on the grounds that the rapid expansion in the numbers of producers and facilities in recent years has led to the point where installed capacity far exceeds anticipated demand, and that considerable improvement is needed in the structure of the industry.

Government approval will be required before a plant for the production or assembly of certain household appliances can be established, enlarged or transferred, according to Decree No. 3117/1966 of Dec. 23, 1966. The approval period will be in effect until Dec. 28, 1968.

The new Decree affects the following appliances: household air conditioners; household refrigerators; clothes washers and driers; gas, electric, or combined ranges; vacuum cleaners; electric or gas water heaters; household TV sets and radio receivers.

More non-farm imports liberalized by Austria

Quantitative import restrictions on several additional non-agricultural items were abolished by Austria on Jan. 1. Items of interest to U.S. exporters include wooden and plastic furniture, wool blankets, carpeting and storage batteries. As to the latter item, in the absence of any significant local production of automobile vehicles, Austrian manufacturers of storage batteries produce almost exclusively for the replacement market. Since this market lacks a great number of different storage battery types and is relatively small, local manufacturers often find it difficult to keep production cost at a competitive level.

S. Africa relaxes import restrictions

Moves many items to free list; sets new rules on other goods

The Government of South Africa announced the relaxation of import restrictions on a variety of items for 1967 in the *Official Gazette* of Dec. 23, 1966. Some goods previously requiring import licenses issued under quota have been placed on the "Free List," and may now be imported without a license.

A partial listing of those goods recently moved to the "Free List" includes banding and stapling machines and tools, weighing machinery, industrial sewing machines, needles and parts, check writing machines, typewriters, calculating machines, cash registers, accounting machines, postal franking machines, ticket issuing machines, adding machines, electronic data processing machines, tabulators, bookkeeping machines, coin counting and sorting machines, addressing machines, duplicating machines, and dictating machines.

New regulations

In addition, a number of items have been removed from the list of imports requiring a specific import license and may now be imported with a regular import license issued under quota. This means that an importer is no longer required to exchange his regular import license for a specific import license.

An importer who imports goods requiring a specific import license must (after the first 5,000 Rands, which are exchanged on a 1-for-1 basis) sacrifice 3 Rands of his regular import license for each 1 Rand of specific license required. (1 South African Rand=U.S. $1.40).

Commodities subject to the new regulations include cement, paints and polishes, transmission and conveyor belts and belting, pneumatic tubes, a variety of paper products, rope, fencing and baling wire, cisterns, bathroom appliances, pipes and pipe fittings, metal bolts, nuts and screw, and domestic kitchen stoves. This is only a partial listing.

Additional information concerning import duties and other restrictions on the importation of specific commodities is available.

Write: Africa Division, OIRE, U.S. Department of Commerce, Washington, D.C. 20230.

Investment opportunities in 30 industries pinpointed in report on Venezuela's Guyana Region

Agency for International Development sets flat price on documents; can be ordered from any Department of Commerce Field Office

Industrial development of southeastern Venezuela's Guyana Region provides a broad range of outstanding investment opportunities. A 104-page report, recently made available by the Agency for International Development, estimates that by 1975 Guyana will be providing about one-fifth of Venezuela's manufacturing production.

The best opportunities are in such industries as metal production and fabrication, heavy machinery, production of elemental phosphorus and ammonia, pulp and paper and construction materials. A rapid rise in consumer goods production is anticipated to meet the demand of a growing urban population, expected to reach 400,000 by 1975.

The Guyana Region has an unusual combination of mineral and energy resources, good water transport and electric generating capacity. The report outlines five case histories of investment in the Region and summarizes attractive investment opportunities in more than 30 industries. Private enterprise is welcomed to the Region and offered such incentives as tax concessions, assistance in project preparation and promotion, manpower training and certain import duty exemptions.

Report can be ordered

This report is one of the 60 studies recently made available to businessmen at $3 each as additions to AID's Catalog of Investment Information and Opportunities. Titles and pertinent data of these studies are listed in the first supplement to AID's November 1966 free Index to the Catalog.

"A Portfolio of Investment Opportunities: The Guyana Region, Venezuela, I.D. No. 1/24/02560" may be ordered from any U.S. Department of Commerce Field Office or from the U.S. Department of Commerce, Clearinghouse for Federal Scientific and Technical Information 410.12, Springfield, Virginia, 22151, enclosing a check for $3, made payable to: National Bureau of Standards—CFSTI.

Investment Assistance

Firms responding to investment opportunities may wish to inform the Bureau of International Commerce of their action, for follow-up assistance where appropriate. This will insure receipt of additional information as it becomes available.

A (*) following the name of the foreign firm indicates that additional information is available by writing the Department of Commerce (BIC-876), Washington, D.C. 20230.

WTD indicates that a World Trade Directory report containing financial and business background information is available at $2 each from the Department of Commerce (BIC-916), Washington, D.C. 20230.

Special assistance is available to firms interested in joint ventures or licensing agreements abroad. Call Area Code 202, WO 7-4065 or write Department of Commerce (BIC-878), Washington, D.C. 20230.

The key to AID's catalog system is the Index and its supplements, available for the asking to anyone interested in international trade and investment. The Catalog itself is made up of about 1600 8x10½" abstract cards, each of which summarizes the basic facts of a full fledged study.

Individual studies ranging from 30 to 200 pages have been microfilmed and can be reproduced on order as hard copies at the recently instituted flat price of $3 each or, for those with special viewing equipment, microfiche copies are available at the new flat price of 65 cents each. Abstract cards cost 35 cents each and furnish enough information to permit evaluating the advisability of purchasing a complete study. Complete Catalogs of the approximately 1600 abstract cards are available for reference at all Commerce Field Offices, and at AID and Commerce's Office of International Investment in Washington, D.C.

A form for orders is bound in the Index so that an abstract card or complete study may be purchased by mail. Indexes are available without charge from any of the 42 Commerce Department's Field Offices or directly from Washington by requesting a copy of the Index to the Catalog of Investment Information and Opportunities. **Write:** Office of Development Finance & Private Enterprise, Agency for International Development, Washington, D.C. 20523.

German firm wants license to produce machine tools

A West German manufacturer and wholesaler of metal and wood drilling tools seeks a licensing arrangement with a U.S. machine tool producer.

The German concern wants to make column or pillar type drilling machinery and equipment for cutting metals, radial drilling machines and gang metal drills for the metal working industry. In addition, it is interested in manufacturing metal and wood drilling machines for home workshops, garages and service shops.

Established in 1930, the German firm has approximately 110 employees and reports annual sales of $3 million. It reportedly maintains a well equipped machine tool plant.

For additional information interested U.S. firms should **write:** Johannes Liemke KG., 16-18 Allee, 4791 Hoevelhof, West Germany. WTD.

Spanish fruit processor seeks expansion venture

A Spanish processor and canner of such fruits as cherries, prunes and figs and chestnuts seeks to expand operations through a joint venture with a U.S. company.

Write: Cuevas y Compania, S.L., Avenida de Pontevedra No. 17, Orense, Spain. WTD.

Moroccan business group seeks partner

Venture calls for capital, fisheries expertise, vessels

A group of influential Casablanca businessmen, prominent in a private Moroccan flag shipping company, propose a joint venture with an experienced U.S. fisheries concern to set up a major fishing and fish processing operation, concentrating on tuna. The leader of the group is reported to be a shipping and fisheries expert.

U.S. capital participation in the venture would be in the form of fishing vessels, plant, equipment and technical know-how. No maximum or minimum limits have been set by the group on U.S. private equity participation.

According to the Moroccan businessmen, this joint Moroccan-U.S. venture would be eligible most likely for the tax and amortization benefits granted by the Government of Morocco to new foreign investments.

Preliminary planning for the project calls for a fleet of six tuna-fishing craft, one refrigerator vessel and a helicopter to spot schools of fish. Shore installations include construction of a fish refrigeration plant, a tuna and sardine canning factory, facilities for other edible fish products and for the treatment of inedible fish by-products. Base for the fishing fleet and processing facilities would be at Agadir.

Firms in the fishing industry seeking additional information concerning this proposal should **write:** Mr. Charles Malka, Director General, Compagnie Royale Marocaine de Navigation, 13 rue Ballay, Casablanca, Morocco. WTD.

U.S. licensees sought by European firms

Two European companies are looking for U.S. licensees: a Dutch dairy equipment manufacturer seeks a U.S. licensee to produce falling-film evaporators, and an Austrian architect offers a license for manufacturing a TV swivel chair.

To obtain additional details concerning these products and the names and addresses of the manufacturers, **write:** the Office of International Investment, Bureau of International Commerce, Code 874, U.S. Department of Commerce, Washington, D.C. 20230, referring to the appropriate File number assigned each opportunity described below:

- An Austrian architect seeks a U.S. licensee to manufacture his patented TV swivel chair in the U.S.

The chair can be produced with or without a fold away foot rest and reportedly remains firmly on the floor even in the case of extreme swiveling motion.

The construction of the chair permits both up and down and back and forth swiveling. The architect claims the chair is so solid that it does not vibrate under light motions. **File 1477.**

- A license to manufacture falling film evaporators for evaporating whole milk, skim milk and whey is offered a U.S. firm by a Dutch dairy equipment producer.

According to the Dutch company, the evaporating equipment includes heaters, separators and pumps and has a capacity of 2200-110,000 lb. water evaporation an hour. Major features of the evaporators are simplicity of operation, low steam and cooling water consumption and compact construction.

The evaporating equipment is suitable for chemical cleaning and easily accessible for internal inspection. **File 1478.**

Cosmetics venture proposed

A Bremen manufacturer of dietetic beverages seeks a joint venture to produce cosmetics.

The German concern would also consider a distributorship arrangement with a U.S. cosmetic manufacturer.

For additional information **write:** Biomaris G.m.b.H., Parallelweg 14 (P.O. Box 2092), 28 Bremen 8, Germany. Attn: Dr. Herbert Momsen, Manager. WTD.

GRINDING WHEELS, PLANERS, WHEELBARROWS

A Belgian manufacturer of grinding wheels, planers, metal wheelbarrows and electric lawn mowers seeks a joint venture with a U.S. firm.

Write: Enterprises de Constructions Electriques et Mecanique, 438 Chaussee de Louvain, Kortenberg-Brussels, Belgium. WTD.

PLASTIC BARRELS

A joint venture to produce plastic barrels, drums and pails is sought by a Belgian manufacturer of metal barrels and drums. Production capacity is about 1,000 barrels per day.

Write: S. A. Bernard Freres, Gerpinnes, Belgium. Attn: Mr. Lucien Bernard. WTD.

Australian firm seeks license to fabricate sheet metal products

Located in a suburb of Sydney, this well established firm seeks a licensing arrangement with a U.S. company for the manufacture of heavy sheet metal products. The firm is particularly interested in products used in the building industry, both commercial and residential, such as metal panelling, but would also consider the manufacture of cargo containers.

Currently, the Australian firm's product line includes various types of wall sheeting, aluminum windows, aluminum residential sliding doors, fluted and ribbed steel sheets, escalators, ceramic facing and asbestos pipe. It has a large inventory of roll-forming equipment, brake presses, standard presses, seam welders and spot welders and a skilled staff of approximately 3,000 employees. It is prepared to expand its staff and equipment, if warranted.

The firm's plant of some 60,000 square feet at Redfern is being fully utilized, but the company would be willing to discontinue production of some lines, if it had the opportunity of manufacturing other, more lucrative products. The company also has another plant of about 120,000 square feet at Rose Hill in the Sydney area which was originally intended for an extrusion plant but is not being used now. It has been empty for six months and is fitted out with cranes.

Reportedly, the Australian concern has some manufacturing facilities in all of the Australian states and has marketing outlets covering the entire country, plus a strong service organization. It claims to be the largest manufacturer of quality roofing tiles and consumer of extruded aluminum in Australia.

Write: Wunderlich Ltd., 393 Cleveland Street, Redfern, N.S.W., Australia. WTD.

MILK PACKAGING EQUIPMENT

A British designer and builder of the "Cartonmaster" (automatic continuous milk carton packaging machine) seeks a joint venture with a U.S. paper company or machinery manufacturer.

The English designer's system includes carton printing, forming and filling machinery and is patented in the U.S.

Write: Mr. E. J. E. Powell, 42 Palace Rd., London, S.W. 2, England. WTD.

World Trade Opportunities

UN approves 71 projects

Projects include large-scale, pre-investment undertakings, advisory, training services

At the January meeting of the Governing Council of the United Nations Development Program, 70 new projects and one supplementary earmarking were approved at an estimated total of $186,127,300. The Governing Council has recommended that the UNDP contribute $78,781,300 of the estimated total, the remainder to be contributed by the recipient governments. The projects range from large-scale pre-investment undertakings to a variety of advisory and training services.

In November, 1966, the General Assembly approved the organizational and operational arrangements for the establishment of the United Nations Industrial Development Organization (UNIDO). Thus, a new executing agency has been established. UNIDO will function in the same manner as the other executing agencies of the UNDP. The UNDP is dedicated to the principle that the global war on want can eventually be won through the combined endeavors of both developing and industrialized countries. In order to achieve this the UNDP is constantly in search of new methods and systems that will be useful in improving global development. The central purpose of all UNDP activities is to help bring about better utilization of the human and physical resources of developing countries. To serve this purpose, and in response to priorities set by the requesting countries themselves, the main emphasis of the recommended pre-investment projects is on improving agricultural and industrial productivity and creating conditions favorable to capital investment.

U.S. firms in the fields of engineering, consulting, technology and equipment, as well as sundry other fields, are encouraged to participate in these projects. Although projects under the auspices of the UNDP are worldwide competitively, U.S. firms have a good chance of participating in them.

Following is a list of projects approved by the Governing Council at its January meeting. Projects are listed by number, country, type assistance recommended, and the designated "Executing Agency". In order to expedite the processing of inquiries, firms should include project number and country in their requests, e.g., DP/SF/R.3/Add. 10: Costa Rica.

Firms interested in obtaining detailed summaries on the foregoing projects should direct their inquiries to J. L. Malone, Trade Opportunities Staff, BDSA-624, U.S. Department of Commerce, Washington, D.C. 20230. Telephone: 202-WO 7-4674.

DP/SF/R.3/Add. 1—AFGHANISTAN: **Demonstration and training in forest and range improvement;** Executing Agency: The Food and Agriculture Organization of the United Nations (FAO).

DP/SF/R.3/Add. 2—AFGHANISTAN: **Regional educational development programme;** Executing Agency: The United Nations Educational, Scientific and Cultural Organization (UNESCO).

DP/SF/R.3/Add. 3—BOTSWANA: **Surveys and training for development of water resources and agricultural production;** Executing Agency: FAO.

DP/SF/R.3/Add. 4—BRAZIL: **Expansion of the work on pesticides at the Biological Institute of Sao Paulo;** Executing Agency: FAO.

DP/SF/R.3/Add. 5—BURUNDI: **Secondary school teacher training institute, Bujumbra;** Executing Agency: UNESCO.

DP/SF/R.3/Add. 6—CAMBODIA: **National hydraulics laboratory, Phnom-Penh;** Executing Agency: UNESCO.

DP/SF/R.3/Add. 7—CAMEROON: **Forest and forest industries development;** Executing Agency: FAO.

DP/SF/R.3/Add. 8—CEYLON: **Management development and productivity centre, Colombo;** Executing Agency: The International Labor Organization (ILO).

DP/SF/R.3/Add. 9—CHILE: **Telecommunication training centre, Santiago;** Executing Agency: The International Telecommunication Union (ITU).

DP/SF/R.3/Add. 10—CHINA: **National vocational training service for industry;** Executing Agency: ILO.

DP/SF/R.3/Add. 11—COLOMBIA: **Colombian meteorological and hydrological service;** Executing Agency: The World Meteorological Organization (WMO).

DP/SF/R.3/Add. 12—COLOMBIA: **In-plant training programme;** Executing Agency: ILO.

DP/SF/R.3/Add. 13— COSTA RICA: **National Institute of Apprenticeship (INA), San Jose;** Executing Agency: ILO.

DP/SF/R.3/Add. 14—COSTA RICA: **Transport study of the metropolitan region of San Jose;** Executing Agency: The International Bank for Reconstruction and Development (IBRD).

DP/SF/R.3/Add. 15—CZECHOSLOVAKIA: **Research computing centre, Prague;** Executing Agency: UN.

DP/SF/R.3/Add. 16—DOMINICAN REPUBLIC: **Survey and development of forest resources;** Executing Agency: FAO.

DP/SF/R.3/Add. 17—ETHIOPIA: **Mineral survey in two selected areas;** Executing Agency: UN.

DP/SF/R.3/Add. 18—ETHIOPIA: **Supplementary assistance to the School for Animal Health Assistants, Debre Zeit;** Executing Agency: FAO.

DP/SF/R.3/Add. 19—GHANA: **Management development and productivity institute, Accra;** Executing Agency: ILO.

DP/SF/R.3/Add. 20—GREECE: **Small industry development service;** Executing Agency: ILO.

DP/SF/R.3/Add. 21—GUINEA: **Work-oriented adult literacy pilot project;** Executing Agency: UNESCO.

DP/SF/R.3/Add. 22—INDIA: **Mechanical engineering research and development organization, Durgapur;** Executing Agency: UNESCO.

DP/SF/R.3/Add. 23—INDIA: **Mineral development in Madras State;** Executing Agency: UN.

DP/SF/R.3/Add. 24——IRAN: **Research centre for industrial and trade development;** Executing Agency: UN.

DP/SF/R.3/Add. 25—IRAQ: **Institute for Applied Research on Natural Resources, Abu-Ghraib;** Executing Agency: UNESCO.

DP/SF/R.3/Add. 26—JAMAICA: **Forestry development and watershed management in the upland regions;** Executing Agency: FAO.

DP/SF/R.3/Add. 27—JAMAICA: **Assistance in physical development planning;** Executing Agency: UN.

DP/SF/R.3/Add. 28—JORDAN: **Faculty of Science, University of Jordan, Amman;** Executing Agency: UNESCO.

DP/SF/R.3/Add. 29—Jordan: **Centre for industrial development, Amman;** Executing Agency: UN.

DP/SF/R.3/Add. 30—KENYA: **Operational research on human and animal trypanosomiasis eradication in the Nyanza and Western Provinces;** Executing Agency: The World Health Organization (WHO).

DP/SF/R.3/Add. 31—KENYA: **Pilot irrigation scheme, Kano Plain;** Executing Agency: FAO.

DP/SF/R.3/Add. 32—LIBYA: **National institute of public administration, Tripoli;** Executing Agency: UN.

DP/SF/R.3/Add. 33—MALAYSIA: **Pilot plantations for quick-growing industrial tree species;** Executing Agency: FAO.

DP/SF/R.3/Add. 34—MALAYSIA: **Telecommunication Training Centres (Phase II);** Executing Agency: ITU.

DP/SF/R.3/Add. 35—MEXICO: **Fishery research and development project;** Executing Agency: FAO.

DP/SF/R.3/Add. 36—MEXICO: **Research on paralytic rabies, Palo Alto;** Executing Agency: FAO.

DP/SF/R.3/Add. 37—MOROCCO: **Potash exploration in the Khemisset Basin;** Executing Agency: UN.

DP/SF/R.3/Add. 38—NICARAGUA: **Groundwater investigations in the central Pacific coastal region**; Executing Agency: UN.

DP/SF/R.3/Add. 39—NIGER: **Mineral exploration in two areas**; Executing Agency: UN.

DP/SF/R.3/Add. 40—PAKISTAN: **Feasibility studies for the construction of a maritime port on the Pussur River, East Pakistan**; Executing Agency: IBRD.

DP/SF/R.3/Add. 41—PERU: **National centre for the development of the food industry, La Molina**; Executing Agency: FAO.

DP/SF/R.3/Add. 42—PHILIPPINES: **Meteorological training and research, Manila**; Executing Agency: WMO.

DP/SF/R.3/Add. 43—REPUBLIC OF VIET-NAM: **Offshore fishery development**; Executing Agency: FAO.

DP/SF/R.3/Add. 44—ROMANIA: **Industrial management training and development centre, Budapest**; Executing Agency: ILO.

DP/SF/R.3/Add. 45—SAUDI ARABIA: **Telecommunications and broadcasting training centre, Jeddah**; Executing Agency: ITU.

DP/SF/R.3/Add. 46—SINGAPORE: **Pig and poultry research and training institute, Sembawang**; Executing Agency: FAO.

DP/SF/R.3/Add. 47—SOMALIA: **Training centre for hides, skins and leather development, Mogadiscio**; Executing Agency: FAO.

DP/SF/R.3/Add. 48—SUDAN: **Agricultural development in the Jebel Marra area**; Executing Agency: FAO.

DP/SF/R.3/Add. 49—SUDAN: **Demonstration and marketing research for improved hides, skins and leather production**; Executing Agency: FAO.

DP/SF/R.3/Add. 50—SYRIA: **Euphrates pilot irrigation project**; Executing Agency: FAO.

DP/SF/R.3/Add. 51—THAILAND: **Strengthening soil survey and land classification**; Executing Agency: FAO.

DP/SF/R.3/Add. 52—TRINIDAD and TOBAGO: **Agriculture and forestry training at the Eastern Caribbean Farm Institute, Centeno**; Executing Agency: FAO.

DP/SF/R.3/Add. 53—TUNISIA: **Experiments and demonstration on the production of selected tree crops, forage and livestock**; Executing Agency: FAO.

DP/SF/R.3/Add. 54—TURKEY: **Occupational safety and health center, Ankara**; Executing Agency: ILO.

DP/SF/R.3/Add. 55—TURKEY: **National telecommunication training center, Ankara**; Executing Agency: ITU.

DP/SF/R.3/Add. 56—UGANDA: **Development of the beef cattle industry**; Executing Agency: FAO.

DP/SF/R.3/Add. 57—UNITED ARAB REPUBLIC: **Engineering and industrial design development centre, Nasser City**; Executing Agency: UN.

DP/SF/R.3/Add. 58—UNITED ARAB REPUBLIC: **Occupational safety and health institute, Heliopolis**; Executing Agency: ILO.

DP/SF/R.3/Add. 59—UNITED REPUBLIC OF TANZANIA: **Forest industries development planning**; Executing Agency: FAO.

DP/SF/R.3/Add. 60—YEMEN: **Survey of the agricultural potential of the Wadi Zabid**; Executing Agency: FAO.

DP/SF/R.3/Add. 61—YUGOSLAVIA: **Regional plan for the South Adriatic region**; Executing Agency: UN.

DP/SF/R.3/Add. 62—ZAMBIA: **Forest industries feasibility study**; Executing Agency: FAO.

DP/SF/R.3/Add. 63—ZAMBIA: **Small-scale irrigation development and training**; Executing Agency: FAO.

DP/SF/R.3/Add. 64—REGIONAL: AFRICA: **African Development Bank: Pre-investment unit**; Executing Agency: UN.

DP/SF/R.3/Add. 65—REGIONAL: NORTH AFRICA: **Trans-Saharan road study**; Executing Agency: UN.

DP/SF/R.3/Add. 66—REGIONAL: AFRICA: **Immunological research on tick-borne cattle diseases and tick control**; Executing Agency: FAO.

DP/SF/R.3/Add. 67—REGIONAL: AFRICA: **Navigability and port studies on the Senegal River**; Executing Agency: UN.

DP/SF/R.3/Add. 68—REGIONAL: AFRICA: **Rail and road transport studies**; Executing Agency: IBRD.

DP/SF/R.3/Add. 69—REGIONAL: SOUTH AMERICA: **Latin American Institute for Economic and Social Planning, Santiago (Phase II)**; Executing Agency: UN.

DP/SF/R.3/Add. 70—REGIONAL: LATIN AMERICA: **Central American Institute of Public Administration, San Jose**; Executing Agency: UN.

DP/SF/R.3/Add. 71—REGIONAL: FAR EAST: **Institutional support for the Asian Highway**; Executing Agency: UN.

U.S. DEPARTMENT OF COMMERCE—FIELD OFFICES

ALBUQUERQUE, N. MEX., 87101, U.S. Courthouse. Area Code 505 Tel. 247-0311.

ANCHORAGE, ALASKA, 99501, 306 Loussac-Sogn Building. Area Code 907 Tel. 272-6331.

ATLANTA, GA., 30303, 4th Floor Home Savings Building, 75 Forsyth St. N.W. Area Code 404 Tel. 526-6000.

BALTIMORE, MD., 21202, 305 US. Customhouse, Gay and Lombard Sts. Area Code 301 Tel. Plaza 2-8460.

BIRMINGHAM, ALA., 35205, Suite 200-201, 908 South 20th St. Area Code 205 Tel. 325-3327.

BOSTON, MASS., 02203, Room 510, John Fitzgerald Kennedy Federal Bldg. Area Code 617 Tel. CA 3-2312.

BUFFALO, N.Y., 14203, 504 Federal Building, 117 Ellicott St. Area Code 716 Tel. 842-3208.

CHARLESTON, S.C., 29403, Federal Building—Suite 631, 334 Meeting St. Area Code 803 Tel. 747-4171.

CHARLESTON, W.VA., 25301, 3002 New Federal Office Building, 500 Quarrier St. Area Code 304 Tel. 343-6196.

CHEYENNE, WYO., 82001, 6022 Federal Building, 2120 Capitol Ave. Area Code 307 Tel. 634-5920.

CHICAGO, ILL., 60604, 1486 New Federal Building, 219 South Dearborn St. Area Code 312 Tel. 828-4400.

CINCINNATI, OHIO, 45202, 8028 Federal Office Building, 550 Main St. Area Code 513 Tel. 684-2944.

CLEVELAND, OHIO, 44101, 4th Floor, Federal Reserve Bank Building, East 6th St. and Superior Ave. Area Code 216 Tel. 241-7900.

DALLAS, TEX., 75202, Room 1200, 1114 Commerce St. Area Code 214 Tel. Riverside 9-3287.

DENVER, COLO., 80202, 16407 Federal Building, 20th and Stout Sts. Area Code 303 Tel. 297-3246.

DES MOINES, IOWA, 50309, 1216 Paramount Building, 509 Grand Ave. Area Code 515 Tel. 284-4222.

DETROIT, MICH., 48226, 445 Federal Building. Area Code 313 Tel. 226-6088.

GREENSBORO, N.C., 27402, 412 U.S. Post Office Building. Area Code 919 Tel. 275-9111.

HARTFORD, CONN., 06102, 18 Asylum St Area Code 203 Tel. 244-3530.

HONOLULU, HAWAII, 96813, 202 International Savings Building, 1022 Bethel St. Tel. 588-977.

HOUSTON, TEX., 77002, 5102 Federal Building, 515 Rusk Ave. Area Code 713 Tel. 228-0611.

JACKSONVILLE, FLA., 32202, 512 Greenleaf Building, 208 Laura St. Area Code 904 Tel. 354-7111.

KANSAS CITY, MO., 64106, Room 2011, 911 Walnut St. Area Code 816 Tel. FR. 4-3141.

LOS ANGELES, CALIF., 90015, Room 450, Western Pacific Building, 1031 South Broadway. Area Code 213 Tel. 688-2833.

MEMPHIS, TENN., 38103, 345 Federal Office Building, 167 North Main St. Area Code 901 Tel. 534-3214.

MIAMI, FLA., 33130, 928 Federal Office Building, 51 S.W. First Ave. Area Code 305 Tel. 350-5267.

MILWAUKEE, WIS., 53203, Straus Building, 238 West Wisconsin Ave. Area Code 414 Tel. BR 2-8600.

MINNEAPOLIS, MINN., 55401, 306 Federal Building, 110 South Fourth St. Area Code 612 Tel. 334-2133.

NEW ORLEANS, LA., 70130, 909 Federal Office Building, South, 610 South St. Area Code 504 Tel. 527-6546.

NEW YORK, N.Y., 10001, 61st Floor, Empire State Building, 350 Fifth Ave. Area Code 212 Tel. Longacre 3-3377.

PHILADELPHIA, PA., 19107, Jefferson Building, 1015 Chestnut St. Area Code 215 Tel. 597-2850.

PHOENIX, ARIZ., 85025, 5413 New Federal Building, 230 North First Ave. Area Code 602 Tel. 261-3285.

PITTSBURGH, PA., 15222, 2201 Federal Building, 1000 Liberty Ave. Area Code 412 Tel. 644-2850.

PORTLAND, OREG., 97204, 217 Old U.S. Courthouse, 520 S.W. Morrison St. Area Code 503 Tel. 226-3361.

RENO, NEV., 89502, 2028 Federal Building, 300 Booth St. Area Code 702 Tel. 784-5203.

RICHMOND, VA., 23240, 2105 Federal Building, 400 North 8th St. Area Code 703 Tel. 649-3611.

ST. LOUIS, MO., 63103, 2511 Federal Building, 1520 Market St. Area Code 314 Tel. MA. 2-4243.

SALT LAKE CITY, UTAH, 84111, 3235 Federal Building, 125 South State St. Area Code 801 Tel. 524-5116.

SAN FRANCISCO, CALIF., 94102, Federal Building, Box 36013, 450 Golden Gate Ave. Area Code 415 Tel. 556-5864.

SANTURCE, P.R., 00907, Room 628, 605 Condado Ave. Phone 723-4640.

SAVANNAH, GA., 31402, 235 U.S. Courthouse and Post Office Building, 125-29 Bull St. Area Code 912 Tel. 232-4321.

SEATTLE, WASH., 98104, 809 Federal Office Building, 909 First Ave. Area Code 206 Tel. 583-5615.

Prequalifications wanted by Jamaica on bids for Bog Walk road

The Ministry of Communications & Works of Jamaica announces that bids will be accepted from U.S. firms interested in prequalifying for bidding on the Kingston-Bog Walk Highway Project which is being financed partly by a loan from the International Bank for Reconstruction & Development and by Jamaican Government funds.

The project consists of approximately 13½ miles of dual carriageway from Kingston to Spanish Town and approximately seven miles of single carriageway from Spanish Town to Bog Walk. Roadways will be asphaltic pavement 24′ wide, with hard shoulders. The project will require approximately eight bridges over minor streams, three over major streams, and grade elimination bridges. Other appurtenances include storm drainage facilities; box culverts; partial curbing; sidewalks; street lighting; traffic lights; retaining walls; stream channel improvements. The area traversed varies from urban to rural and from level to mountainous. Construction is planned to begin in the fall of 1967.

Contractors must meet certain qualifications in order to prequalify for bidding. These may be obtained from the Permanent Secretary, Ministry of Communications & Works, 140 Maxfield Ave., Kingston 10, Jamaica, and envelopes should be clearly marked "World Bank Road Project". Contractors should advise this address of their desire to pre-qualify prior to Feb. 6, after which time they will be given approximately four weeks to submit a Prequalification Statement.

Malaysia to buy HF, VHF radio equipment

The Director General, Telecommunicators Department Malaysia, has issued bids for supply of high frequency SSB and VHF AM radio equipment for police service.

Bid deadline 11 a.m., Feb. 28.

Bid should offer approximately 100 to 150 AM medium power fixed station transmitter receivers, RF power 50 watts, frequency 80 to 100 MC; approximately 30 AM master station transmitters, RF power 50 watts, frequency 80 to 100 MC; approximately 40 AM high power land mobile transceivers, RF power 15 watts or more, frequency 80 to 100 MC; approximately 60 low power land mobile transceivers, RF power output better than seven watts, frequency 80 to 100 MC; 12 fixed HF SSB transmitter/receivers, RF power output 100 watts P.E.P. or greater, emission A1, A2, A3, A3J, frequency 2 to 10 MC; approximately four each fixed HF, SSB transmitter and receiver with remote control, RF power output 500 watts P.E.P. or greater, emission A1, A2, A3, A3J, frequency 2 to 10 MC. All fixed equipment to operate on power input of 200 to 250 volts, 50 cycles, single phase. All mobile equipment to operate on power input of 12 volts D.C. with the exception of two AM high powered land mobile transceivers which will operate on 24 volt D.C. source.

Copies of tender announcement and specifications are available from the Office of the Controller of Telecommunications (Radio/Operations) Room F3, Telecommunications HQ., Bukit Nanas, Kuala Lumpur, or on a short-term loan basis to firms located in the United States from the Electronics Division, BDSA-658, Rm. 4125, U.S. Department of Commerce, Washington, D.C. 20230. (Telephone 202-967-4036).

NATO bids for Belgium relocation project announced

U.S. firms interested and capable of participating in NATO construction projects are invited to submit bids for the construction of a non-commissioned officers' club for SHAPE at its relocation site at Casteau, Belgium. Pertinent documents are available at a cost of $26 (1300 Belgian francs) from the Consortium des Ingenieurs et Architectes du SHAPE, 207 Blvd. du Souverain, Brussels.

A copy of this tender may be reviewed at the Consortium's office and at the office of the International SHAPE Committee (CISHIC), 1 Rue Defacoz, Brussels. The deadline for the submission of bids is Feb. 13. Firms not already certified eligible to participate in NATO International Competitive Bidding (ICB) may obtain information on becoming eligible from the Trade Opportunities Staff, BDSA-624, U.S. Department of Commerce, Washington, D.C. 20230 (Telephone: 202 WO 7-4674).

NATO to purchase equipment for radio relay station in Greece

The NATO has issued International competitive bid, Reference No. 24, for procurement of equipment for one RRL station.

Bid deadline is June 1.

Bid should offer one HF/SSB transmitter 2-30Mc/s; one power unit for supplying the terminal unit with 220V single, or 380V 3-phase 50/60 c/s; one receiver 2-30 Mc/s; two 32-ft. whip antennas, complete with HF cable antenna coupler and coupler control; one control console; one teletypewriter with monitoring capacity; one shelter 2.½-ton, self-mountable; measuring instruments.

Proposed date for sending out official invitation and bid specifications is Feb. 1. All bidders must be qualified for NATO clearance.

Write: Ministry of Communication, General Direction of Telecommunications, 4 Voulis St., Athinai, Greece.

Greece wants bids on supply of cast iron pipe

The Greek Government invites bids on the supply of 20,000 linear meters of cast iron soil pipe with single gasket joints: 10,000 meters of 100 m.m. and 10,000 meters of 150 m.m. diameter. Copies of terms and specifications are available on a loan basis from the U.S. Department of Commerce, BDSA-564, Building Materials & Construction Industries Division, Rm. 4014, Washington, D.C. 20230 (Telephone: 202-WO 7-3601).

Bid deadline has not yet been fixed, and interested firms are urged to communicate directly with the procuring agency, Societe Anonyme Hellenique des Eaux, Purchasing Department, 1 Kornarou & Ermou Streets, Athens.

Thailand to ask bids on highway construction

The Government of Thailand, through the Dept. of Highways, is planning to invite bids on the construction of further highway sections during 1967 and 1968. These sections are located in the central and northern portions of the country and will total approximately 360 miles.

In connection with this project, the Thai Government is assembling information on the qualifications of international highway construction contractors who are domiciled in the U.S. and who are interested in being invited to bid for the construction of these sections of highway.

Invitations to bidders being prequalified for the construction of the first sections are expected to be sent early in 1967 and contractors wishing to be included in the list of bidders should furnish pre-qualification information to the Office of Loans & Aids Control, Dept. of Highways, Ministry of National Development, Sri Ayudhaya Rd., Bangkok. This information should be forwarded before Feb. 15.

Copies of a sheet entitled "Contractors Construction Qualifications Data Sheet" are available on a loan basis from the U.S. Department of Commerce, BDSA, Building Materials & Construction Industries Division, Rm. 4014, Washington, D.C. 20230 (Telephone: 202-WO 7-3601).

Nigeria invites bids on supply, erection of transmission line

Tenders are invited for the supply and erection of double circuit 132 KV transmission line between Oji substation and new 132 KV substation at Kingsway, Enugu, together with reconstruction and uprating of existing transmission line for Electricity Corp. of Nigeria. Tender documents may be obtained from either of the following addresses: The London Representative, Electricity Corp. of Nigeria, York House, 5th Floor, Westminster Bridge Rd., London, S.E. 1, or The Secretary, Electricity Corp. of Nigeria, Electricity Headquarters, 24/25 Marina, Lagos.

Bid deadline is noon, Wednesday, March 22, and interested firms may obtain copies of a precis describing the extent of the work involved on a loan basis from the U.S. Department of Commerce, BDSA, Building Materials & Construction Industries Division, Rm. 4014, Washington, D.C. 20230 (Telephone: 202-WO 7-3601).

Ecuador asks bids on dredging of navigation channel

The Government of Ecuador invites bids for the dredging of the navigation channel of the Estero Salado (salt-water tidal stream) near Guayaquil.

Information, plans and technical specifications can be obtained from the Secretary of the Guayaquil Port Authority, Edificio de Administracion, Oficina No. 209, Puerto Maritimo, Guayaquil, Ecuador (P.O. Box No. 5739) upon payment of 1,000 sucres (approx. US $56). Correspondence is preferred in Spanish. Bid deadline is March 16.

World Trade Opportunities

Continued to page 52

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodity classification. These numbers refer to the Standard Industrial Classification (SIC) Manual, which is available for $2.50 a copy from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any resultant trade relations.

The listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the Comprehensive Export Schedule or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

● indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), U.S. Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.

★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the Trade Opportunities Staff, BDSA-624, U.S. Department of Commerce, Washington, D.C. 20230. The TM (trade mission) number is requested in correspondence. Requests for loan material should specify country and TM number.

WTD indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for $2 each from the Bureau of International Commerce, BIC-916, U.S. Department of Commerce, Rm. 6059B. Telephone: 202-WO 7-4203. The date following the letters WTD refers to the date of issuance of the report. If WTD is in preparation, action will be completed on a priority basis upon receipt of request specifically identifying the trade opportunity involved.

Sales Leads for Exporters

Listed below are companies interested in buying U.S. products. Direct purchases are wanted unless a desire for an agency agreement is expressed.

151 General building contractors

● **JAMAICA**—The Ministry of Education has announced that it welcomes bids from qualified U.S. construction firms for the erection of 66 new junior secondary schools and additions to six existing higher level institutions. The building program, which will require three years, is budgeted at over $10 million. A World Bank loan of $9.5 million has been approved. Firms wishing to participate in the forthcoming bidding scheduled for early spring 1967, will be required to complete and submit a "Prequalifications Standards" questionnaire to the Ministry before March 1. Interested firms may obtain copies of the questionnaire by writing directly to G. R. Woodham, Project Coordinator, Ministry of Education, 5 South Race Course, P.O. Box 498, Kingston.

203 Canning, preserving foods

THE NETHERLANDS—Relishes, barbecue, other sauces. Direct purchase and exclusive representation for The Netherlands and/or other Common Market Countries required. Mr. D. de Vries, N.V. Vruchtenconservenfabriek Jan van Woerkom, c/o Jules van Cleeff (importer, manufacturer, exporter), 34 Kipstraat, Rotterdam. WTD 12/20/66.

209 Food preparations

GERMANY—Dietetic, diabetic foods of all kinds. Requests price quotations c.i.f. German or Dutch ports. Requests replies in German. Bernhard I. Twardy (distributor, importer), 2 Friedrich-Ebert-Strasse, 5038 Rodenkirchen bei Koeln. WTD 1/5/67.

221 Broad woven fabric mills, cotton

FRANCE—Cotton fabrics of new design, styles, applications for men's, womens', children's apparel. Les Fils de J. Weil (manufacturer), 33, Rue de Chaillot, 25 Besancon. WTD 1/67.

THE NETHERLANDS—Cotton upholstery fabrics. Direct purchase and exclusive representation, on a commission basis, for Benelux countries required. Firma B. van der NAP (commission merchant, sales agent), 9 Leliegracht, Amsterdam. WTD 12/30/66.

222 Broad woven fabric mills, manmade fiber, silk

FRANCE—Man made fiber fabrics of new design, styles and applications for men's, women's, children's apparel. Les Fils de J. Weil (manufacturer), 33, Rue de Chaillot, 25 Besancon. WTD 1/67.

GERMANY—Woven fabrics of manmade fiber, for manufacture of ladies' coats, jackets. Kurt Stadick GmbH & Co. KG (manufacturer, exporter, importer), 15 Feldstrasse, 307 Nienburg/Weser. WTD 1/16/67.

THE NETHERANDS—Synthetic upholstery fabrics. Direct purchase and exclusive representation, on a commission basis, for Benelux countries required. Firma B. van der NAP (commission merchant, sales agent), 9 Leliegracht, Amsterdam. WTD 12/30/66.

223 Broad woven fabric mills, wool

FRANCE—Woolen fabrics of new design, styles and applications for men's, women's, children's apparel. Les Fils de J. Weil (manufacturer), 33 Rue de Chaillot, 25 Besancon. WTD 1/67.

GERMANY—Woven woolen fabrics, either of pure wool or blended with manmade fiber for manufacture of ladies' coats, jackets. Kurt Stadick GmbH & Co. KG (manufacturer, exporter, importer), 15 Feldstrasse, 307 Nienburg/Weser. WTD 1/16/67.

THE NETHERLANDS—Upholstery fabrics, wool. Direct purchase and exclusive representation, on a commission basis, for Benelux countries required. Firma B. van der NAP (commission merchant, sales agent), 9 Leliegracht, Amsterdam. WTD 12/30/66.

SWEDEN—Furniture upholstery, home furnishing textiles. Direct purchase and agency. Martex AB (importer, exporter, sales agent), Djurgardsslatten 86, Stockholm. WTD 1/13/67.

225 Knitting mills

FRANCE—Men's knitted wear. Direct purchase and agency. Armand & Gaston Levy (importer, dealer), 77, Rue de Richelieu, Paris, 2. WTD in preparation.

THE NETHERLANDS—Men's, children's socks, anklets, knee-high sports stockings for children, plain and fancy (woven) patterns. Direct purchase and exclusive agency representation required. Fritz Pront Textielagenturen (commission merchant, sales agent), 10 van Mourik Broekmanstraat or: P.O. Box 9058 Amsterdam. WTD 12/30/66.

Men's socks. Direct purchase and exclusive agency representation required. C. A. Vlasman (sales agent), 1 Anton Verheystraat, Amsterdam. WTD 12/27/66.

227 Floor covering mills

GERMANY—Bathmats, tufted, bathmat sets. Requests price quotations c.i.f. German or

Dutch ports. Cospar GmbH (distributor, importer), 334 Muensterstrasse, 4 Duesseldorf. WTD 1/4/67.

THE NETHERLANDS—Broadloom tufted carpets of synthetic fibers. Direct purchase and exclusive representation on commission basis for Benelux countries required. Firma B. van der NAP (commission merchant, sales agent), 9 Leliegracht, Amsterdam. WTD 12/30/66.

SWEDEN—Rugs, carpets for home furnishing. Direct purchase and agency. Martex AB (importer, exporter, sales agent), Djurgardsslatten 86, Stockholm. WTD 1/13/67.

SWITZERLAND—Carpet backing, woven and non-woven of manmade fibers. Direct purchase and exclusive representation for EEC, EFTA countries. Tata AG (importer, manufacturers' representative, commission agent), 20, Poststrasse, 6300 Zug. WTD 1/19/67.

228 Yarn, thread mills

SWITZERLAND—Carpet pile yarns of manmade fibers, mixtures. Direct purchase and exclusive representation for EEC, EFTA countries. Tata AG (importer, manufacturers' representative, commission agent), 20, Poststrasse, 6300 Zug. WTD 1/19/67.

230 Apparel

SWEDEN—Men's, youths' clothing. Malmstrom & Co. Ekiperings AB (retailer, importer), Sodra Forstadsgatan 26, Malmo C. WTD 1/16/67.

Outerwear, underwear, furnishings, hats, caps for men, youths, boys, women, juniors, infants. AB E. Ohlssons (importer, retailer), Sodra Forstadsgatan 26, Box 17008, Malmo 17. WTD 1/16/67.

231 Men's, youths', boys' suits, coats, overcoats

FRANCE—Men's suits for city wear; leisure men's clothing. Direct purchase and agency. Armand & Gaston Levy (importer, dealer), 77, Rue de Richelieu, Paris, 2. WTD in preparation.

THE NETHERLANDS—Men's suits, car coats, jackets, sportswear, ski suits, casual clothing. Direct purchase and exclusive agency representation required. C. A. Vlasman (sales agent), 1 Anton Verheystraat, Amsterdam. WTD 12/27/66.

Men's, boys' wearing apparel, such as suits, coats and overcoats, car coats, jackets, sportswear, casual clothing. Direct purchase and exclusive agency representation required. E. A. van Hasselt (sales agent), 43 den Texlaan, Aerdenhout. WTD 12/30/66.

232 Men's, youths', boys' furnishings

AUSTRALIA—Western wear, clothing, men's, especially jeans, western-type shirts, hats, belts, buckles. Direct purchase and agency. Clarke Products Pty. Ltd. (importers, wholesalers), 187 Parramatta Rd., Homebush, N.S.W. WTD 1/12/67.

FRANCE—Men's shirts. Direct purchase and agency. Armand & Gaston Levy (importer, dealer), 77, Rue de Richelieu, Paris, 2. WTD in preparation.

THE NETHERLANDS—Work clothing made of paper fabrics. Direct purchase and exclusive agency representation required. Iteramco Agencies (commission merchant, sales agent), 21 J. J. Viottastraat, Amsterdam. WTD 12/30/66.

Men's, boys' shirts, sport shirts, sweaters, casual clothing. Direct purchase and exclusive representation required. E. A. van Hasselt (sales agent), 43 den Texlaan, Aerdenhout. WTD 12/30/66.

Men's colored underwear. Direct purchase and exclusive agency representation required C. A. Vlasman (sales agent), 1 Anton Verheystraat, Amsterdam. WTD 12/27/66.

Men's shirts, sports shirts, sweaters, casual clothing. Direct purchase. Exclusive representation required. C. A. Vlasman (sales agent), 1 Anton Verheystraat, Amsterdam. WTD 12/27/66.

Men's trousers, shorts, casual clothing. Direct purchase and exclusive agency representation required. C. A. Vlasman (sales agent), 1 Anton Verheystraat, Amsterdam. WTD 12/27/66.

'. . . tune in next week at the same time'

The serial is great for some forms of entertainment.

But not for business correspondence.

If you respond to one of the advertisers in these pages give him the WHOLE story the first time.

- Your unit of sale—whether by the foot or the ton—and what kind of a ton.
- Details of various price lines available if you have such distinctions as "utility", "standards" or "deluxe".
- Your price, including discounts for quantity and for prompt payment.
- Your delivery schedule.
- Your catalogue or other appropriate literature.
- Your payment terms.

233 Women's, misses', juniors' outerwear

AUSTRALIA—Western wear, clothing, women's, especially jeans, western-type shirts, hats, belts, buckles. Direct purchase and agency. Clarke Products Pty. Ltd. (importers, wholesalers), 187 Parramatta Road, Homebush, N.S.W. WTD 1/12/67.

THE NETHERLANDS—Women's ski suits, slacks, trouser suits. Direct purchase and exclusive agency representation required. C. A. Vlasman (sales agent), 1 Anton Verheystraat, Amsterdam. WTD 12/27/66.

Disposable ladies', children's wearing apparel made of paper fabrics; outerwear made of various kinds of woven and knit fabrics, plain, fancy patterns. Direct purchase and exclusive agency representation required. E. A. van Hasselt (sales agent), 43 den Texlaan, Aerdenhout. WTD 12/30/66.

Women's, misses' wearing apparel such as dresses, blouses, skirts, nurses' wearing and service apparel made of paper fabrics. Direct purchase and exclusive agency representation required. Interamco Agencies (commission merchant, sales agent), 21 J. J. Viottastraat, Amsterdam. WTD 12/30/66.

Ladies', children's disposable outerwear made of paper fabrics. Direct purchase and exclusive agency representation required. Frits Pront Textielagenturen (commission merchant, sales agent), 10 van Mourik Broekmanstraat (or: P.O. Box 9058), Amsterdam. WTD 12/30/66.

234 Women's, misses', children's, infants' undergarments

THE NETHERLANDS—Ladies', children's underwear made of paper fabrics. Direct purchase and exclusive agency representation required. Frits Pront Textielagenturen (commission merchant, sales agent), 10 van Mourik Broekmanstraat (or: P.O. Box 9058), Amsterdam. WTD 12/30/66.

238 Apparel, accessories

THE NETHERLANDS—Men's raincoats. Direct purchase and exclusive agency representation required. C. A. Vlasman (sales agent), 1 Anton Verheystraat, Amsterdam. WTD 12/27/66.

239 Fabricated textile products

DOMINICAN REPUBLIC—Cloth, fabric for use in furniture manufacture. M. Ramon Taveras R. (importer, retailer, manufacturer), Avenida Bolivar No. 94, Santo Domingo. WTD 4/26/66.

249 Wood products

PANAMA—Wooden rulers. Boyd Import Corp. (importer, distributor), P.O. Box 8550, Panama. WTD 1/13/66.

251 Household furniture

FRANCE—Wood, metal kitchen tables, seats; step ladders; occasional furniture. Bazar de l'Hotel de Ville (retailer), 55, Rue de la Verrerie, Paris, 4e. WTD 10/7/65.

Convertible beds. Direct purchase and agency. Societe Fero (manufacturer), 89, Rue du Faubourg Saint-Antoine, Paris, XI. WTD in preparation.

Action-top smoking stands. Direct purchase and agency. Ets. Chaumette (importer, dealer), 8, Rue du Paradis, Paris, 10eme. WTD in preparation.

THE NETHERLANDS—Different types of wood kitchen cabinets sink cabinets, counter tops. Direct purchase and exclusive agency representation (stockkeeping) required. Catalog, price lists desired. Mees' Bouwmaterialen Emmen N.V. (importer, sales agent, exporter), 32 Kapitein Grantstraat, Emmen. WTD 12/30/66.

SWEDEN—Upholstered household furniture, all kinds. Direct purchase and agency. Martex AB (importer, exporter, sales agent), Djurgardsslatten 86, Stockholm. WTD 1/13/67.

264 Converted paper, paperboard products

FRANCE—Reproduction paper (transfer, heat transfer, electrostatic). Direct purchase and agency. Castex (manufacturer, importer, wholesaler, retailer, agent), 3, Rue des Deux-Boules, Paris, 1er. WTD 3/2/66.

Fancy and printed paper for decoration of window display. Poudres Industrielles du Nord (manufacturer), 280, Rue Jules Guesde, 59—Hem. WTD in preparation.

PANAMA—File folders, bond and onionskin typing paper, rolls for adding and other business machines. Boyd Import Corp. (importer, distributor), P.O. Box 8550. WTD 1/13/66.

265 Paperboard containers, boxes

GERMANY—New, used cardboard drums for chemical, food enterprises. Requests price quotations c.i.f. Hamburg or Bremen. Direct purchase and agency. Requests replies in German. Gustav Resch & Soehne OHG (importer, manufacturer, wholesaler, exporter), 79 Schuetzenstrasse, Postfach 120, 5840 Schwerte/Ruhr. WTD 1/16/67.

281 Industrial chemicals

● **BURMA**—Bids are invited on the following stores in stated quantities: oxalic acid, 250 lb.; muriatic acid, 160 cwt.; caustic soda, dry solid, 13 tons; sodium bichromate, five cwt.; soda ash, five cwt.; borax, one cwt.; ammonium chloride (salamoniac), eight cwt.; potassium ferrocyanide (potash prussiate of yellow), ten cwt.; green bond solid BPLD, 20 cwt.; shellac, one cwt.; and smoke generator No. 22, gammaxine type, 1,000. Quotations should specify f.o.b. port of shipment and c.&f. net Rangoon, per unit prices separately for each item in any of the following currencies, including suitable packing for export, mentioning the mode of packing: U.S. dollars; Deutsche marks; French francs; Swiss francs; or pounds sterling. Correspondence relating to this quotation should be addressed to The Chairman, Union of Burma Railway Board, Bogyoke Aungsan St., Rangoon, Union of Burma. Tender or reference No. MEIC/B.Rlys./11(T)-4/66-67. Bid deadline Feb. 20.★ (202-WO 7-3465).

THE NETHERLANDS—Raw materials for chemical, pharmaceutical, metal, optical, plastic and paint industries. Exclusive agency representation required. Chemison (commission merchant, sales agent), 5 Koxhorn, Amsterdam (Buitenveldert). WTD 12/30/66.

282 Synthetic materials

FRANCE—Special synthetic resins, for paperboard pulp production. Regie Nationale des Usines Renault (manufacturer), 8-10, Avenue Emile Zola, 92 Boulogne-Billancourt. WTD 11/9/66.

THE NETHERLANDS—Raw materials for plastics and paint industries. Direct purchase and exclusive agency representation required. Chemison (commission merchant, sales agent), 5 Koxhorn, Amsterdam-Buitenveldert. WTD 12/30/66.

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

---

283 Drugs

THE NETHERLANDS—Gland derivatives (glandular powders), vitamins (natural and synthetic), antibiotics, hormones and derivatives, organic and inorganic chemicals for pharmaceutical industry. Bulk shipments. Direct purchase and agency. Exclusive representation for The Netherlands, other Common Market countries required. N. V. Commotrans (importer, sales agent), 4a Graaf Florislaan (P.O. Box 232), Hilversum. WTD 12/28/66.

SWITZERLAND — Special pharmaceutical preparations for sale to druggists. Direct purchase and agency. Lehner A.G. (importer, wholesaler, manufacturer), 44 Birsfelderstrasse, 4132 Muttenz, Baselland. WTD 12/22/66.

284 Soaps, detergents, cleaning preparations, perfumes, cosmetics

AUSTRALIA—Toiletries; men's, women's, general range. Direct purchase and agency. Clarke Products Pty. Ltd. (importers, wholesalers), 187 Parramatta Rd., Homebush, N.S.W. WTD 1/12/67.

DOMINICAN REPUBLIC—Furniture polish, wax. M. Ramon Taveras R. (importer, retailer, manufacturer), Avenida Bolivar No. 94, Santo Domingo. WTD 4/26/66.

FRANCE—Perfumes, cosmetics, beauty products, other toilet preparations. Societe Stephanie Bowman (manufacturer), 19, Rue Vignon, Paris, 8eme. WTD 11/14/66.

GERMANY—Shaving preparations, perfumes, toilet water and colognes, hair preparations (including shampoos), dentifrices, mouthwashes and related products, lip preparations, powder, etc. Requests price quotations c.i.f. German or Dutch ports. Cospar GmbH (distributor, importer), 334 Muensterstrasse, 4 Duesseldorf. WTD 1/4/67.

THE NETHERLANDS—Complete line of cosmetics, such as lotions, oils, creams, etc., other products salable in drugstores. Direct purchase and exclusive representation required. N. V. v/h Pharmaceutische Groothandel van de Amsterdamsche Chininefabriek (importer, wholesaler, manufacturer), 82 de Wittenkade, Amsterdam. WTD 12/30/66.

285 Paints, varnishes, lacquers, enamels

W. GERMANY—Reflectorizing and light reflecting paints for highways, etc. Direct purchase and agency. Gebr. Roechling, Kohlenhandelsgesellschaft, Abtlg. Baustoffe (wholesaler, retailer, agent), 27a Hansastrasse, 8 Muenchen 12. WTD. 12/29/66.

295 Paving, roofing materials

GERMANY—Paving and roofing materials, especially new products. Direct purchase and agency. Gebr. Roechling, Kohlenhandelgesellschaft, Abtlg. Baustoffe (wholesaler, retailer, agent), 27a Hansastrasse, 8 Muenchen 12. WTD 12/29/66.

301 Tires, tubes

● **BURMA**—Bicycle tires, 51,966; bicycle inner tubes 110,502; sizes 28 x 1½ and 28 x 1¾. Tender No. MEIC/12/T-60/66-67, bid deadline Feb. 22. The Divisional Manager, Import Division, Myanma Export Import Corp., 577 Merchant St., Rangoon.★ (Telephone: 202-WO 7-3381).

306 Fabricated rubber products

PANAMA—Erasers. Boyd Import Corp. (importer, distributor), P.O. Box 8550. WTD 1/13/66.

307 Plastic products

ENGLAND — Thermoplastic, thermoplastic plastics in form of sheet, extrusions, finished components, etc. Direct purchase and agency. G. D. Industrial Marketing Ltd. (sales agents), Holly House, Spring Gardens Lane, Keighley, Yorkshire. WTD 11/11/66.

FRANCE—Various types of gadgets, packaging items made of plastics, plastic tableware. Roleo-Stern (manufacturer, wholesaler), 16, Rue St-Lazare, La Ferte Milon (02). WTD in preparation.

Plastic film, converted for packaging. Roleo-Stern (manufacturer, wholesaler), 16, Rue St-Lazare, 02 La Ferte Milon. WTD in preparation.

GERMANY—New, used plastic drums (packaging and shipping containers) for food, chemical enterprises. Requests price quotations c.i.f. Hamburg or Bremen. Direct purchase and agency. Requests replies in German. Gustav Resch & Soehne OHG (importer, manufacturer, wholesaler, exporter), 79 Schuetzenstrasse, Postfach 120, 5840 Schwerte/Ruhr. WTD 1/16/67.

307 Plastic products

THE NETHERLANDS—Plastic sink tops. Exclusive agency representation (stockkeeping) required. Catalogs, price lists desired. MEES' Bouwmaterialen Emmen N.V., 32 Kapitein Grantstraat, Emmen.

Plastic tubing, sheeting for building industry. Direct purchase and exclusive agency representation (stockkeeping) required. Catalogs, price lists desired. Mees' Bouwmaterialen Emmen N.V. (importer, exporter, sales agent), 32 Kapitein Grantstraat, Emmen. WTD 12/30/66.

TAIWAN—Metallized plastic foil. Royal Company Ltd. (importer, exporter), 43-1 Sung Chiang Rd., Taipei. WTD in preparation.

311 Leather tanning, finishing

GERMANY—Garment, shoe leather. Requests price quotations. Direct purchase and agency. Erwin Heyse (agent, wholesaler, importer), 6 Koloniestrasse, 1 Berlin 65. WTD 1/19/67.

314 Footwear, except rubber

SWEDEN—Men's, youths', boys', women's, juniors', infants' footwear. AB E. Ohlssons (importer, retailer), Sodra Frostadsgatan 26. Box 17008, Malmo 17. WTD 1/16/67.

316 Luggage

SWEDEN—Luggage. AB E. Ohlssons (importer, retailer), Sodra Forstadsgatan 26, Box 17008, Malmo 17. WTD 1/16/67.

317 Handbags, personal leather goods

SWEDEN—Handbags, other personal leather goods. AB E. Ohlssons (importer, retailer), Sodra Forstadsgatan 26, Box 17008, Malmo 17. WTD 1/16/67.

322 Glass, glassware

GERMANY—Glass, crystal wares, table, kitchen articles, commercial, household. Requests price quotations c.i.f. Hamburg or Bremen. Direct purchase and agency. Requests replies in German. Gerhard Wunderlich (manufacturers' sales agent), 31a Brehmstrasse, 4 Duesseldorf. WTD 1/12/67.

THE NETHERLANDS—Pressed, blown household glassware such as vases, ashtrays, fruit bowls, heat resisting glassware, ovenware, sillkscreen decorated tumblers, stemware, polished crystal. Direct purchase and exclusive agency representation required. W. Melkman & Co. C.V. (sales agent), 15 Tintorettostraat, Amsterdam. WTD 2/9/66.

SWEDEN—Laboratory glassware. Direct purchase and agency. Instrumentfirma Labora (importer, retailer, sales agent), Birger Jarlsgatan 110, Stockholm. WTD 1/19/67.

325 Structural clay products

THE NETHERLANDS—Ceramic wall, floor tiles. Direct purchase and exclusive agency representation (stockkeeping) required. Catalogs, price lists desired. Mees' Bouwmaterialen Emmen N.V. (importer, sales agent, exporter), 32 Kapitein Grantstraat, Emmen. WTD 12/30/66.

326 Pottery, related products

GERMANY—Earthenware, decorated, undecorated; china; ceramic articles; all table, kitchen wares, commercial, household. Requests price quotations c.i.f. Hamburg or Bremen. Direct purchase and agency. Requests replies in German. Gerhard Wunderlich (manufacturers' sales agent), 31a Brehmstrasse, 4 Duesseldorf. WTD 1/12/67.

329 Abrasive, asbestos, nonmetallic mineral products

THE NETHERLANDS—Asbestos building materials such as piping and thermal and accoustical insulation sheeting. Direct purchase and exclusive agency representation (stockkeeping) required. Catalogs, price lists desired. Mees' Bouwmaterialen Emmen N.V. (importer, sales agent, exporter), 32 Kapitein Grantstraat, Emmen. WTD 12/30/66.

Piping, thermal, acoustical insulation sheeting, other products, made of various types of materials, for building industry. Direct purchase and exclusive agency representation (stockkeeping) required. Catalogs, price list desired. Mees' Bouwmaterialen Emmen N.V. (importer, sales agent, exporter), 32 Kapitein Grantstraat, Emmen. WTD 12/30/66.

331 Steel mill products

AUSTRALIA—Wire ropes, high tensile, small diameter, for use in mine shaft haulage. Gilbert Gray & Co. Pty. Ltd. (manufacturers' representative, importer), 23 Clyde St., (P.O. Box 83), Rydalmere, N.S.W. WTD 7/18/66.

● **BURMA**—Flat bars, 562 tons, size range 1½" x ⅛" to 9" x 11/16". Tender No. MEIC/B.Rlys/15(T)/378/66-67, bid deadline Feb. 16. The Chairman, Union of Burma Railway Board, Bogyoke Aungsan St., Rangoon.★ (Telephone: 202-WO 7-2363).

● **BURMA**—Angles, 410 tons size range 1½" x 1½" x ¼" to 8" x 4" x 7/16"; bars, 40 tons, size range 1¾" to 3" diameter. Tender No. MEIC/B.Rlys/15(T)376/66-67, bid deadline Feb. 15. The Chairman, Union of Burma Railway Board, Bogyoke Aungsan St., Rangoon.★ (Telephone: 202-WO 7-2363).

● Beams, channels, angles and plates, about 46 tons. Also included in tender are bolts, nuts and rivets. Tender No. MEIC/B.Rlys/15(T)-385/66-67, bid deadline Feb. 15. The Chairman, Union of Burma Railway Board, Bogyoke Aungsan St., Rangoon.

● Beams, plates and angles, about 58 tons; bolts, nuts, rivets. Tender No. MEIC/B.Rlys/15(T)-384/66-67, bid deadline Feb. 15. The Chairman, Union of Burma Railway Board, Bogyoke Aungsan St., Rangoon.★ (Telephone: 202-WO 7-2363).

● Expanded metal, 563 sheets. Wire mesh, 850 sq. ft. Tender No. MEIC/B.Rlys/15/(T)/367/66-67, bid deadline Feb. 13. The Chairman, Union of Burma Railway Board, Bogyoke Aungsan St., Rangoon.★ (Telephone 202-WO 7-2363).

● Plates and sheets, about 475 tons. Tender No. MEIC/B.Rlys/15(T)/377/66-67, bid deadline Feb. 15. The Chairman, Union of Burma Railway Board, Bogyoke Aungsan St., Rangoon.★ (Telephone: 202-WO 7-2363).

● Flat bars, 212 tons, size range 1" x 1/16" to 4" x 1". Tender No. MEIC/B.Rlys/15(T)/379/66-67, bid deadline Feb. 16. The Chairman, Union of Burma Railway Board, Bogyoke Aungsan St., Rangoon.★ (Telephone: 202-WO 7-2363).

● Channels, 141 tons, size range 8" x 3" x ½" to 5" x 2½" x ⅜"; bars, 78 tons, size range 1⅛" to 4" diameter. Tender No. MEIC/B.Rlys/15(T)/375/66-67, bid deadline Feb. 15. The Chairman, Union of Burma Railway Board, Bogyoke Aungsan St., Rangoon.★ (Telephone: 202-WO 7-2363).

GERMANY—Special steel for electric, electronic, machinery industries. Requests price quotations c.i.f. German or Dutch ports. Direct purchase and agency. Georg Seelbach (agent, distributor, importer), 28 Gottfried-Keller-Strasse, 4 Duesseldorf-N. WTD 1/11/67.

● **MOZAMBIQUE**—Rails: 200 kilometers of steel rails, 45 kgs. per meter and 11,112 pairs of rail joint bars. Tender No. 37/67, bid deadline March 15. Interested firms may consult bid program and specification data at the Office of the Director of Public Works & Communications, Lisbon (Portugal) or any of the Offices of the Storekeepers of Mozambique Harbors, Railways & Transports in Lourenco Marques, Beira, Inhambane, Quelimane and Lumbo. Bidders must make a qualifying deposit of 900,000 escudos (US$31,392) for rails and 25,000 escudos ($872) for joint bars in cash or a bank guarantee of like value. Copies of the bid program and specification data may be obtained at 100 escudos (US$3.49), while drawings are priced at 20 escudos (US$0.70) per set, from the Office of the Treasurer, Lourenco Marques Division, Mozambique Harbors, Railways & Transports, Lourenco Marques. No mailing costs are included.

● Rails: 200 kilometers of steel rails, 45 kgs. per meter, and 11,112 pairs of rail joint bars. Tender No. A/CFB/1-2/67, bid deadline March 15. Interested firms may consult bid program and specification data at the Office of the Director of Public Works & Communications, Lisbon (Portugal) or any of the Offices of the Storekeepers of Mozambique Harbors, Railways & Transports in Lourenco Marques, Inhambane, Beira, Quelimane and Lumbo. Bidders must make a qualifying deposit of 900,000 escudos (US$31,392) for rails and 25,000 escudos US$872) for joint bars in cash or a bank guarantee of like value. Copies of the bid program and specification data may be obtained at 100 escudos (US $3.49), while drawings are priced at 20 escudos (US$0.70) per set, from the Office of the Beira Railway Storekeeper, P.O. Box 1399, Beira, Mozambique. No mail costs are included.

● Railroad spikes, bolts, nuts. Spikes, screw, galvanized: 780,830 size 147 mm. and 15,840 size 190 mm. Thread bolts with nuts, 78,654 for 40 kgs/meter rails and 78,654 spring bolts. Tender No. A/C.F.B./1/1-1/1967, bid deadline March 1. Interested firms may consult bid program and specification data at the Office of the Director of Public Works & Communications, Lisbon, (Portugal), or any of the offices of the Storekeepers of Mozambique Harbors, Railways & Transport Services in Lourenco Marques, Inhambane, Beira, Quelimane and Lumbo. Bidders must make a qualifying deposit of 7,500 escudos (US$261.60) for thread bolts with lock washers and spring bolts, and of 50,000 escudos (US$1,743.98) for galvanized screw spikes.

Copies of the bid program and specification data may be obtained at 20 (US$0.70), while each drawing should also cost 20 escudos (US$0.70), from the Office of the Treasurer, Lourenco Marques, Mozambique. No mailing costs are included.

● **ZAMBIA**—Pipe and fittings: 150,000′ of steel piping, chiefly 36" dia., with some lengths in smaller diameters, plus valves and specials. Tender No. 39/1966, bid deadline Feb. 13. Tender documents may be obtained from the City Engineer, Lusaka City Council, Civic Center, P.O. Box 251, Lusaka.

335 Rolling, drawing, extruding of nonferrous metals

FRANCE—Nickel cathodes, in large plates and small rods: 1". Cellerin S.A. (importer, wholesaler), 107, Avenue Jean-Jaures—93—La Courneuve. WTD 1/21/66.

339 Primary metal industries

SWITZERLAND—Special metal alloys, all kinds. Agency and direct purchase. Sury AG, (importer, distributor), Bernstrasse 124, 3052 Zollikofen-Bern. WTD in preparation.

342 Cutlery, hand tools, general hardware

AUSTRALIA—Automotive spare parts, accessories. Direct purchase and agency. Clarke Products Pty. Ltd. (importers, wholsalers), 187 Parramatta Rd., Homebush, N.S.W. WTD 1/12/67.

DENMARK—Electrical door locks. Reparto A/S (Division of Convoy of Denmark) (importer, distributor), 81 Sondervigvej, Vanlose. WTD 10/13/66.

THE NETHERLANDS—Marine hardware for pleasure boats. Direct purchase and agency. Exclusive representation for Common Market countries and Switzerland required. E. W. Driessen N.V. (importer, wholesaler, sales agent, exporter), 322 Nieuwe Meerdijk, Badhoevedorp. WTD 12/21/66.

Complete fireplace sets, decorative door hardware, other builders' hardware. Catalogs, price lists desired. Direct purchase and exclusive agency representation (stockkeeping) required. Mees' Bouwmaterialen Emmen N.V. (importer, sales agent, exporter), 32 Kapitein Grantstraat, Emmen. WTD 12/30/66.

PANAMA—Metal rulers. Boyd Import Corp. (importer, distributor), P.O. Box 8550. WTD 1/13/66.

SWITZERLAND—Labor saving builders' hardware, labor saving tools, all kinds. Agency and direct purchase. Sury AG (importer, distributor), Bernstrasse 124, 3052 Zollikofen-Bern. WTD in preparation.

343 Heating apparatus, plumbing fixture

THE NETHERLANDS—Industrial dual-fuel burners for heavy oil and natural gas, suitable for steam raising plants. Capacities from 30 to 80 million BTU, and higher. Direct purchase and exclusive representation required. N.V. Stookindustrie (importer, exporter, wholesaler, manufacturer), 66 Generaal Vetterstraat, Amsterdam. WTD 12/29/66.

TAIWAN—Gas burners. Royal Co. Ltd. (importer, exporter), 43-1 Sung Chiang Rd., Taipei. WTD in preparation.

349 Fabricated metal products

● **BURMA**—Supply of steel safes, 14" x 15" x 18" high, fire and burglar proof. Tender No. 2 (T) PP-POI/DD(66/67), bid deadline March 15. Submitted by the Procurement Manager, People's Oil Industry, Rangoon, Burma.

FRANCE—Ash trays (wall urn type). Direct purchase and agency. Ets. Chaumette (importer, dealer), 8, Rue du Paradis, Paris, 10eme. WTD in preparation.

GERMANY—Metal cans, used; transport barrels, iron and sheet metal constructions, used; drums, metal, used; packagings, fine sheet, used. Requests price quotations c.i.f. Hamburg or Bremen. Direct purchase and agency. Hans Friedsam (importer, wholesaler, exporter), 90 Heesenstrasse, 4 Duesseldorf-Heerdt. WTD 1/10/67.

Metal cans; transport barrels, iron and sheet metal constructions; drums, steel; hobbocks, iron; jerry cans; all new and used for food, chemical, varnish, iron and steel enterprises and manufacturers of building protectives. Requests price quotations c.i.f. Hamburg or Bremen. Direct purchase and agency. Requests replies in German. Gustav Resch & Soehne OHG (importer, manufacturer, wholesaler, exporter), 79 Schuetzenstrasse, Postfach 120, 5840 Schwerte/Ruhr. WTD 1/16/67.

TAIWAN—Aerosol spray valves. Royal Co. Ltd. (importer, exporter), 43-1 Sung Chiang Rd., Taipei. WTD in preparation.

351 Engines, turbines

ENGLAND—Small, air-cooled gasoline engines for industrial and agricultural purposes. Agency and direct purchase. Glanfield Lawrence Limited (importer, wholesaler), 407 High Rd., London, N.12.

352 Farm machinery

CYPRUS—Machinery for drying of Virginia tobacco leaf by continuous process. Andreas Azinas, Commissioner & Greek Registrar of Co-operative Societies, Nicosia.

SPAIN—Automatic feeders for cattle. Direct purchase and agency. Requests replies in Spanish. Prominex, S.A. (importer, wholesaler), Camino de Jai-Alai 17, San Sebastian. WTD 12/28/66.

353 Construction, mining, materials handling machinery

FRANCE—Public works equipment: road graders, rollers, loaders, etc. Normidi (importer, wholesaler), 99, Bld. Haussmann, Paris 8. WTD in preparation.

Bulldozers; dredging machinery; pavers, power shovels. Entreprise Moinon (contractor), 57, Rue de Colombes, 92 Nanterre. WTD in preparation.

● **IRAQ**—Two earth boring and pole setting machines capable of drilling holes 18" diam. x 8' deep and erecting utility poles up to 36' long. Unit to be mobile mounted, petrol or diesel powered. Tender No. 1/B/67, bid deadline Feb. 20. National Electricity Administration, Ministry of Industry, Baghdad. Tender documents available from issuing authority on payment of $2.80 plus $.50 airmail postage per set.

● **LIBYA**—Supply of 80 tractors, capacity three-ton pull, diesel powered, to be used in three ports. No bid deadline has been specified. Tender No. 994. Kingdom of Libya, Ministry of Communications, Ports & Lights Dept., Tripoli.★ (Telephone: 202-WO 7-5589).

● **MOZAMBIQUE**—Supply of five mechanical ore loaders for the port of Lourenco Marques. Tender No. 30/67, bid deadline March 6. Office of the Chief Storekeeper, Mozambique Harbors, Railways & Transport Services, Lourenco Marques, Mozambique. Copies of the bid program and specification data may be obtained for $0.70, from the Office of Treasurer, Division of Lourenco Marques, Mozambique Harbors, Railways & Transport Services, Lourenco Marques.

SWITZERLAND—Construction, road-building machinery, all kinds. Agency and direct purchase. Rivkine, Machines de Chantier (importer, distributor), 17 chemin des Mines, 1200 Geneva. WTD in preparation.

Labor-saving construction machinery; material handling machinery such as lifters, cranes, conveyers, dollies. Agency and direct purchase. Sury AG (importer, distributor), Bernstrasse 124, 3052 Zollikofen-Bern. WTD in preparation.

354 Metalworking machinery

MALAYSIA—Complete plant with annealing facilities for manufacture of cold sheets from hot-rolled strips, capacity 5,000 tons per month based on 16-hour working shift. Plant offered must be capable of making cold sheets up to 4' wide and thickness ranging from 12G to 38G, including shearing line. Soon Seng & Co. (importer, exporter, wholesaler, retailer, manufacturer), 27 Malay St., Kuala Lumpur. WTD 8/19/66.

SWITZERLAND—Pneumatic, electric hand tools, 220 volts, all kinds, metalworking pneumatic tools. Agency and direct purchase. Sury AG (importer, distributor), Bernstrasse 124, 3052 Zollikofen-Bern. WTD in preparation.

TAIWAN—Equipment for metallizing prime and colored plastic foils such as PVC, acetate, polyester, styrene, polypropylene. Royal Co. Ltd. (importer, exporter), 43-1 Sung Chiang Rd., Taipei. WTD in preparation.

355 Special industry machinery

GERMANY—Sugar beet crushers, pulverizers, pulp presses, conveyor systems, other special equipment. Direct purchase and agency. Maschinenfabrik Neumann GmbH. & Co. K.G. (manufacturer), Auf dem Anger 9, 3301 Bienrode. WTD 1/67.

NEW ZEALAND—Machinery, equipment, supplies for newsprint, sulphate pulp and sawn timber operations. Tasman Pulp & Paper Co. Ltd. (manufacturer), Kawerau, Bay of Plenty. Attn: H. M. Aston, Purchasing Agent. WTD 12/8/66.

PERU—Machinery to make aggregates out of clay and/or sand for highway, airport construction in Peruvian jungle where there are no stones; must be portable, diesel or gasoline powered. Requests proposals, quotations. Requests replies in Spanish. Ing. Sebastian Cajja-Maguina, Coordinador de la Sectorial de Planificacion de Industrias, Ministerio de Fomento y Obras Publicas (government agency), Lima.

SPAIN—Machinery, equipment for installation of commercial dairy, including containers, pasteurizing, blending, molding, mixing machinery. Direct purchase and agency. Requests replies in Spanish. Prominex, S.A. (importer, wholesaler), Camino de Jai-Alai 17, San Sebastian. WTD 12/28/66.

Machinery, equipment for installation of commercial slaughterhouse. Direct purchase and agency. Requests replies in Spanish. Prominex, S.A. (importer, wholesaler), Camino de Jai-Alai 17, San Sebastian. WTD 12/28/66.

356 General industrial machinery

GERMANY—Industrial dust collection, air purification equipment. Requests price quotations c.i.f. German or Dutch ports. Cornel. Schmidt, Eisen- und Stahlwerk GmbH. (manufacturer, distributor, importer, exporter), P.O. Box 301, 509 Leverkusen-Kuepper-steg. WTD 1/10/67.

357 Office, computing, accounting machines

AUSTRALIA—Computer peripheral, ancillary equipment. Direct purchase and agency. Arbor Pty. Ltd. (importer, sales agent), 33 Queens Rd., Melbourne, Victoria. WTD 1/67.

ENGLAND—Accessories and ancillary equipment for data processing systems. Agency and direct purchase. Willis (London) Ltd., (sales agents), 101 Whitechapel High St., London, E.1. WTD 12/29/66.

● **KENYA**—Supply of a new computer system with a multi-programming capability enabling a minimum of four major programs to be run at the same time. Tender No. Ref. ORG 7/33, bid deadline March 15. The Chairman of the Railway Tender Board, P.O. Box 30066, Nairobi.★ (Telephone: 202-WO 7-2939).

PANAMA—Pencil sharpeners, staplers. Boyd Import Corp. (importer, distributor), P.O. Box 8550, Panama. WTD 1/13/66.

Choice of language

Some people—about seven-eighths of them—just do not understand English.

So when you answer an advertiser in these pages who requests replies in his own language oblige him *and* yourself.

Ask the Department of Commerce Field Office for advice.

358 Service industry machines

AUSTRALIA—Open refrigeration equipment suitable for display of goods. Sunny Brook Ice Cream Co. Pty. Ltd. (importers, wholesalers, manufacturers), 211 East Boundary Rd., East Bentleigh, Victoria. WTD 8/26/66.

GERMANY—Industrial air-conditioning equipment. Requests price quotations c.i.f. German or Dutch ports. Cornel. Schmidt, Eisen-und Stahlwerk GmbH. (manufacturer, distributor, importer, exporter), P.O. Box 301, 509 Leverkusen-Kueppersteg. WTD 1/10/67.

PORTUGAL—Equipment used in freeze-drying process of food preservation. Profabril, Centro de Projectos Industrials S.A.R.L., Av. Infante Santo 36, Lisbon 3.

SPAIN—Refrigeration machinery for commercial dairy and slaughterhouse, including refrigerated transportation equipment. Direct purchase and agency. Requests replies in Spanish. Prominex, S.A. (importer, wholesaler), Camino de Lai-Alai 17, San Sebastian. WTD 12/28/66.

SWITZERLAND—Floor, dust cleaning machines, steam cleaning equipment used in industry, garages. Sury AG (importer, distributor), Bernstrasse 124, 3052 Zollikofen-Bern. WTD in preparation.

THAILAND—Complete refrigeration equipment for ice skating rink; 220 volt 50 cycle power. Quotation c.i.f. or f.o.b. with full details, catalogs. Louis T. Leonowens Ltd. (importer), Building Materials Dept., 723 Siphya Rd., Bangkok. WTD 5/19/65.

361 Electric transmission, distribution equipment

FRANCE—Electronic measuring apparatus. Direct purchase and agency. FREI—Fabrications Radio Electroniques Industrielles (importer, wholesaler), 172, Rue de Courcelles, Paris, 17eme. WTD 12/30/65.

● **GREECE**—Supply of 235,000 watthour meters, A.C., single-phase, two-wire, 220V, 10(40)A, 50 cycles. Tender No. DED-1027-1125/C-3, bid deadline not yet determined. Estimated value: $1,203,070. Public Power Corp., 28 Chalkokondyli St., Athens 102. Attn.: Purchasing Dept.★ (Telephone: 202-WO 7-2939).

362 Electrical industrial apparatus

FRANCE—Small electric motors, motor products of standard international types, including rotary machines, miniature A.C. and D.C. motors for marine, aviation, industrial, other uses. Direct purchase and agency. L. M. B. (Societe Anonyme de Constructions Electro-Mecaniques) (manufacturer), Usine de Malemort (B.P. No. 4); 19- Correze. WTD 1/16/67.

THE NETHERLANDS—Line correctors, digital voltmeters, X-Y recorders. Direct purchase and exclusive representation of manufacturers only. Elofysica N.V. (importer), 120 Weteringschans, Amsterdam. WTD 12/23/66.

363 Household appliances

PAKISTAN—Household refrigerators, airconditioners with spare parts. Direct purchase and agency. Zetah Traders (importer, agent, retailer), 5/10 The Mall, Rawalpindi. WTD 12/66.

364 Electric lighting, wiring equipment

DENMARK—Electrical equipment, accessories for indirect illumination of gardens. Reparto A/S (Division of Convoy of Denmark) (importer, distributor), 81 Sondervigvej, Vanlose. WTD 10/13/66.

FRANCE—Infra-red equipment for therapeutic use. Societe Stephanie Bowman (manufacturer), 19, Rue Vignon, Paris, 8eme. WTD 11/14/66.

365 Radio, television receiving sets

PAKISTAN—TV sets with spare parts. Direct purchase and agency. Zetah Traders (importer, agent, retailer), 5/10 The Mall, Rawalpindi. WTD 12/66.

366 Communication equipment

DENMARK—Shortwave equipment for opening of garage doors from vehicle, etc. Reparto A/S (Subsidiary Div. of Convoy of Denmark) (importer, distributor), 81 Sondervigvej, Vanlose. WTD 10/13/66.

FRANCE—Telecommunication measuring instruments. Direct purchase and agency. FREI-Fabrications Radio-Electroniques Industrielles (importer, wholesaler), 172, Rue de Courcelles, Paris, 17eme. WTD 12/30/65.

● **IRAQ**—Supply of military-type, tropicalized telephone and telegraph terminals, field teleprinters, accessories, spare parts. Transistorized equipments are preferred. Additional information may be obtained from the Office of the Armed Forces Attache, Embassy of the Republic of Iraq, 3510 Garfield St., NW., Washington, D.C.

THE NETHERLANDS—Radar equipment, navigational electronic equipment and instruments for seagoing vessels of over 1,600 tons. Direct purchase and agency. Exclusive representation for Benelux countries required. Telecommunication Industries Radio Becker N.V. (importer, sales agent, manufacturer, exporter), 1 Dijnselburgerlaan, Zeist. WTD 12/22/66.

TURKEY—Transmitting equipment for radio-TV stations. Otomobilcilik ve Ticaret A.S., 47/49 Gazi Bulvari, Izmir. WTD 6/13/66.

367 Electronic components, accessories

GERMANY—Electronic measuring instruments, electronic components, accessories. Requests price quotations c.i.f. German or Dutch ports. Direct purchase and agency. Edgar Steinmetz (agent), 123 a Bredeneyerstrasse, 43 Essen-Bredeney. WTD 1/6/67.

THE NETHERLANDS—Electronic components, semi-conductors, etc. for manufacture of radio-telephones, communication equipment, echo sounders, direction finders, electronic measuring equipment, power panels. Telecommunication Industries Radio Becker N.V. (importer, sales agent, manufacturer, exporter), 1 Dijnselburgerlaan, Zeist. WTD 12/22/66.

SWEDEN—Electric, electronic components such as resistors, transformers. Direct purchase and agency. Teltronic Electro-Kompaniet AB (importer, wholesaler, sales agent), Harjedalsgatan 56, Vallingby. WTD 1/67.

369 Electrical machinery, equipment, supplies

AUSTRALIA—Automotive spare parts, accessories. Clarke Products Pty. Ltd. (importers, wholesalers), 187 Parramatta Rd., Homebush, N.S.W. WTD 1/12/67.

371 Motor vehicles, motor vehicle equipment

GERMANY—Crankshafts, shock absorbers, motor parts for German passenger cars, trucks. Requests price quotations c.i.f. Hamburg or Bremen. Direct purchase and agency. Requests replies in German. Paul Bronnold (manufacturers' sales agent), 68 Weissenburgstrasse, 4 Duesseldorf. WTD 1/9/67.

THE NETHERLANDS—New repair, replacement parts of surplus materials for following brands of Army trucks: Reo G-742 and Reo/Diamond G-744. F. W. Wichhart h/o R.E.O.M.I.E. (importer, wholesaler), 18 Johannehoeveweg, Wolfheze. WTD 1/11/66.

Automotive parts, accessories, equipment. Direct purchase and agency. Exclusive representation required. N. V. Holtrade (importer, sales agent, wholesaler, exporter), 11 Nieuwe Herengracht, Amsterdam. WTD 12/28/66.

Automotive (automobile) accessories. Direct purchase and exclusive representation required. N. V. Technische Handelsonderneming Dagvea (importer, wholesaler), 9 Kleine Houtstraat, Haarlem. WTD 12/23/66.

SWITZERLAND—Gas purifiers, filters for exhausts. Agency and direct purchase. Sury AG (importer, distributor), Bernstrasse 124, 3052 Zollikofen-Bern. WTD in preparation.

373 Ship building, repairing

THE NETHERLANDS—Polyester cabin cruisers, carying from 21 to 35 feet. Direct purchase and agency. Exclusive representation for Common Market countries and Switzerland required. E. W. Driessen N.V. (importer, wholesaler, sales agent, exporter), 322 Nieuwe Meerdijk, Badhoevedorp. WTD 12/21/66

381 Engineering, laboratory, scientific research instruments

THE NETHERLANDS—Stabilized power supplies (D.C.), line correctors, oxygen analyzers (bulk and parts per million), nuclear instruments, such as liquid scintillation counters for laboratories and chemical industry, alpha, beta and gamma monitors, digital voltmeters, X-Y recorders. Direct purchase and exclusive representation of manufacturers only. Elofysica N.V. (importer), Weteringschans 120, Amsterdam. WTD 12/23/66.

SWEDEN—Laboratory instruments, apparatus. Direct purchase and agency. Instrumentfirma Labora (importer, retailer, sales agent), Birger Jarlsgatan 110, Stockholm. WTD 1/19/67.

382 Instruments for measuring, controlling, indicating physical characteristics

THE NETHERLANDS—Data scanners. Direct purchase and exclusive representation of manufacturers only. Elofysica N.V. (importer), 120 Weteringschans, Amsterdam. WTD 12/23/66.

384 Surgical, medical, dental instruments

GERMANY—Newly developed automobile safety devices of textile fabrics, rubber, metal, plastics etc., except automobile safety belts. Requests price quotations c.i.f. Hamburg or Bremen. Direct purchase and agency. Teka-Automaten Kirschner & Co. (importer, manufacturer, wholesaler, exporter), 125 Neusserstrasse, 4 Duesseldorf/Rhein. WTD 1/11/67.

SWEDEN—Absorbent bandages, sterile packed. Direct purchase and agency. Nyquist, A. (importer, sales agent), Barnhusgatan 3, Stockholm. WTD 1/66.

386 Photographic equipment, supplies

FRANCE—Office reproduction equipment, all types. Direct purchase and agency. Castex (manufacturer, importer, wholesaler, retailer, agent). 3, Rue des Deux-Boules, Paris 1er. WTD 3/2/66.

GERMANY—Equipment pertaining to photographic recording particularly recording cameras, impulse transmitters, time control sets, etc. Requests price quotations c.i.f. German or Dutch ports. Robot Foto und Electronic GmbH. & Co. KG. (manufacturer, distributor, importer). 57 Hildenerstrasse, 4 Duesseldorf-Benrath. WTD 1/9/67.

● **HONG KONG**—Supply of assorted X-ray film, high speed, fine grain, sheet and roll, total 18,680 boxes or rolls; 144 boxes personal radiation monitoring film, 1¼" x 1⅝"; 6,636 boxes, tins, or bottles concentrated liquid X-ray developer replenisher and fixer; 78 boxes X-omat developer starter and replenisher. Tender No. Stores C/23/19/67, bid deadline Feb. 24.

Secretary, Tender Board, Colonial Secretariat, Central Government Offices, Lower Albert Rd., Hong Kong.★ (Telephone: 202-WO 7-2939).

394 Toys, amusement, sporting goods

DENMARK—Indoor/outdoor swimming pools, el-powered equipment, accessories. Reparto A/S, (Subsidiary Div. of Convoy of Denmark) (importer, distributor), 81 Sondervigvej, Vanlose. WTD 10/13/66.

FRANCE—Toys, such as mechanical trains construction sets, children's vehicles, mold kits for making plastic models of many small objects. Direct purchase and agency. Agences Francaises & Etrangeres (importer, dealer), 4, Rue Paul de Kock, 93—Le Pre-Saint-Gervais. WTD in preparation.

Small-size toys, made of plastics, such as toy animals, carts, reproduction of household utensils, equipment. Roleo-Stern (manufacturer, wholesaler), 16, Rue St-Lazare, 02 La Ferte Milon. WTD in preparation.

SWEDEN—Sporting goods suitable for family clothing store. AB E. Ohlssons (importer, retailer), Sodra Forstadsgatan 26, Box 17008, Malmo 17. WTD 1/16/67.

395 Pens, pencils, office, artists' materials

FRANCE—Office, school supplies such as ball point pens, pen points, marking devices, made of plastics. Roleo-Stern (manufacturer, wholesaler), 16, Rue St-Lazare, 02 La Ferte Milon. WTD in preparation.

PANAMA—Ball point pens, pencils, carbon paper, paper weights, miscellaneous office supplies. Boyd Import Corp. (importer, distributor), P.O. Box 8550. WTD 1/13/66.

399 Manufacturing industries

FRANCE—Baubles, giftwares, novelty articles of all categories, fancy bazaar wares, items for home use, decoration. Agency and direct purchase. Price lists, descriptive literature requested. Francois Hoff (dealer), 20 Rue Orbe (B.P. 56); 64- Bayonne, Basses-Pyrenees. WTD 1/5/67.

505 Farm products—raw materials

GERMANY—Raw hides for manufacture of box sides, light split cow hides. Requests price quotations c.i.f. European ports. Wickrather Lederfabrik (vorm. Z. Spier) AG. (importer, wholesaler, manufacturer, exporter), 25/39 Beckrather Strasse or Postfach 80, 4072 Wickrath/Niers. WTD 1/16/67.

GREECE—Raw and dressed furs. Requests replies with illustrated literature, c.i.f. Piraeus price quotations. Steve Eustatheades (Hellenic Furs) (producer, retailer, exporter), 27 Metropoleos St., Athens. WTD 12/27/66.

THE NETHERLANDS—Leaf tobacco for manufacture of cigars, tobacco processing. Direct purchase and exclusive agency representation required. J. P. Rottger (sales agent, tobacco broker), 31 Nes (or: P.O. Box 1142), Amsterdam. WTD 12/30/66.

509 Wholesalers

FRANCE—Wiping rags, standard grades of all categories, including cotton waste and paper waste material. Rassat & Cie. (Etablissements) (wholesaler), 87-Oradour-sur-Vayres, Haute-Vienne. WTD 1/16/67.

Sales Representation

The firms listed below are interested in representing U.S. firms in the areas indicated. Exclusive distributorship for these commodities is wanted only if specified.

203 Canning, preserving foods

HONG KONG—Provisions, complete line, quality brand. Exclusive agency. W. R. Loxley & Co., Ltd. (importer, agent, exporter), P.O. Box 84, Cable: Loxley, Hong Kong. WTD 5/11/66.

SWITZERLAND—Onion concentrates, dehydrated onions, dehydrated vegetables of all kinds. Bondi & Herzig AG (importer, distributor, commission agent), Marktgasse 23, 4900 Langenhal. WTD in preparation.

209 Food preparations

ECUADOR—Flavoring extracts, bakery products, colorings, foods, preservatives, bakery products. Hector Barona Mariscal (indent agent), P.O. Box 3230, Guayaquil. WTD 6/6/66.

220 Textile mill products

DOMINICAN REPUBLIC—Textile fabrics, yard goods. Requests replies in Spanish. Emilio Rodriguez (commission agent), Calle Pina No. 54, Santo Domingo. WTD 1/67.

225 Knitting mills

ECUADOR—Linings, ladies' belts. Hector Barona Mariscal (indent agent), P.O. Box 3230, Guayaquil. WTD 6/6/66.

HONG KONG—Socks, full-fashioned and seamless, men's, boys'. Exclusive agency. Hong Kong Daimaru Department Store Co. Ltd., Paterson St., Causeway Bay, Hong Kong. Cable: Daimaru. WTD 9/8/65.

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

232 Men's, youths', boys' furnishings

HONG KONG—Men's, youths', boys' shirts, all varieties, neckties made from knitted or silk fabrics, except woolen. Exclusive agency. Hong Kong Daimaru Department Store Co. Ltd., Paterson St., Causeway Bay, Hong Kong. Cable: Daimaru. WTD 9/8/65.

233 Women's, misses', juniors' outerwear

HONG KONG—Women's, misses', juniors' cotton blouses, waists, skirts. Exclusive agency. Hong Kong Daimaru Department Store Co. Ltd., Paterson St., Causeway Bay, Hong Kong. Cable: Daimaru. WTD 9/8/65.

252 Office furniture

AUSTRALIA—Small items of office furniture; filing equipment and systems, including hospital records systems. Accounting Aids Pty. Ltd. (retailer, distributor, importer), 210 Australia St., Newtown, N.S.W. WTD 1/67.

259 Furniture, fixtures

AUSTRALIA—Small fixtures, items of furniture for hospital use. Accounting Aids Pty. Ltd. (retailer, distributor, importer), 210 Australia St., Newtown, N.S.W. WTD 1/67.

264 Converted paper, paperboard products

AUSTRALIA—Disposable products for hospital use. Accounting Aids Pty. Ltd. (retailer, distributor, importer), 210 Australia St., Newtown, N.S.W. WTD 1/67.

265 Paperboard containers, boxes

AUSTRALIA—Disposable products for hospital use. Accounting Aids Pty. Ltd. (retailer, distributor, importer), 210 Australia St., Newtown, N.S.W. WTD 1/67.

282 Synthetic materials

ITALY—Synthetic rubber. G. Francescato & Co. (distributor), Viale Gran Sasso 17, Milan. WTD 8/6/66.

283 Drugs

HONG KONG—Pharmaceuticals, complete line. Exclusive agency. W. R. Loxley & Co. Ltd. (importer, agent, exporter), P.O. Box 84, Cable: Loxley, Hong Kong. WTD 5/11/66.

301 Tires, tubes

DOMINICAN REPUBLIC—Tires, tubes for motor vehicles. Exclusive agency. Repuestos Automoviles, C. por A. (RACA) (importer, wholesaler), P.O. Box 883, Santo Domingo. WTD 12/19/66.

GERMANY—Passenger car, truck pneumatic tires, casings. Jakob Binder (wholesaler, sales agent), 712 Bissingen, Moerikestrasse 24. WTD 1/67.

306 Fabricated rubber products

AUSTRALIA—Items for hospital use, including disposable articles. Accounting Aids, Pty. Ltd. (retailer, distributor, importer), 210 Australia St., Newtown, N.S.W. WTD 1/67.

307 Plastic products

AUSTRALIA—Items for hospital use, including disposable articles. Accounting Aids, Pty. Ltd. (retailer, distributor, importer), 210 Australia St., N.S.W. WTD 1/67.

314 Footwear

SWEDEN—Women's, men's dress shoes. Hans Graucob AB (sales agent), Slolomvagen 6, Saltsjobaden. WTD 1/13/67.

342 Cutlery, hand tools, general hardware

DOMINICAN REPUBLIC—Household, general hardware, locks. Requests replies in Spanish. Emilio Rodriguez (commission agent). Calle Pina No. 54, Santo Domingo. WTD 1/67.

GERMANY—Precision tools, attachments for use in machine tool, automobile, refrigeration industries. Heinrich Ullerich & Co. (sales agent), Kapitaen-Dreyer-Weg 17, Hamburg 55. WTD 1/67.

343 Heating apparatus, plumbing fixtures

HONG KONG—Steam boilers, under 500 hp, diesel or furnace oil. Exclusive agency. D. Wong Engineering Co. (importer, wholesaler, retailer, manufacturer, exporter, contractor), 4th Floor, Shaws Bldg., Nathan Rd., Mongkok, Kowloon, Hong Kong. Cable: Dawenco. WTD in preparation.

344 Fabricated structural metal products

HONG KONG—Packaged industrial boilers, 30 to 300 hp. Exclusive agency. D. Wong Engineering Co. (importer, wholesaler, retailer, manufacturer, exporter, contractor), 4th Floor, Shaws Bldg., Nathan Rd., Mongkok, Kowloon, Hong Kong. Cable: Dawenco. WTD in preparation.

352 Farm machinery

DOMINICAN REPUBLIC—Tractors. Delta Comercial, C. por A. (importer, retailer), Apartado 1376, Santo Domingo. WTD 12/2/66.

GERMANY—Planting, seeding, fertilizing machinery, harvesting machinery, cultivators, weeders; such machines for use in forests. Jakob Binder (wholesaler, sales agent), 712 Bissingen, Moerikestrasse 24. WTD 1/67.

353 Construction, mining, materials handling machinery

DOMINICAN REPUBLIC—Construction machinery, equipment such as bulldozers; concrete mixers; cranes. Delta Comercial, C. por A. (importer, retailer), Apartado 1376, Santo Domingo. WTD 12/2/66.

FRANCE—Earth boring machines except for petroleum industry. Societe Autran et Vincent (distributor), Route Nationale No. 14, La Patte d'Oie d'Herblay (95)—Pierrelaye. WTD in preparation.

354 Metalworking machinery

GERMANY—Precision tools, attachments for use in machine tool, automobile, refrigeration industries. Heinrich Ullerich & Co. (sales agent), Kapitaen-Dreyer-Weg 17, Hamburg 55. WTD 1/67.

357 Office, computing, accounting machines

AUSTRALIA—Small, simple machines and useful gadgets for office or hospital use. Accounting Aids Pty. Ltd. (retailer, distributor, importer), 210 Australia St., Newtown, N.S.W. WTD 1/67.

361 Electric transmission, distribution equipment

ITALY—Potentiometers; slide switches. Racoel, Ing. Gino Rossi & Co., s.a.s., Via Andrea Maffei 20, Milan. WTD 2/21/66.

365 Radio, television receiving sets

ITALY—Loud speakers, sound reproduction components, tuners. Racoel, Ing. Gino Rossi & Co. (distributor), S.a.s., Via Andrea Maffei 20, Milan. WTD 2/21/66.

367 Electronic components, accessories

ITALY—Capacitors, resistors, semiconductors, ferrites, transformers. Racoel, Ing. Gino Rossi & Co., S.a.s. (distributor), Via Andrea Maffei 20, Milan. WTD 2/21/66.

369 Electrical machinery, equipment, supplies

GERMANY—Storage batteries for passenger cars, trucks, buses. Jakob Binder (wholesaler, sales agent), 712 Bissingen, Moerikestrasse 24. WTD 1/67.

371 Motor vehicles, motor vehicle equipment

DOMINICAN REPUBLIC—Parts, accessories for passenger cars, trucks, buses. Requests replies in Spanish. Emilio Rodriguez (commission agent), Calle Pina No. 54, Santo Domingo. WTD 1/67.

381 Engineering, laboratory, scientific, research instruments

AUSTRALIA—Small items for hospital use, including microscope slide filing equipment. Accounting Aids Pty. Ltd. (retailer, distributor, importer), 210 Australia St., Newtown, N.S.W. WTD 1/67.

382 Instruments for measuring, controlling, indicating physical characteristics

SWEDEN—Electro-medical instruments, electronic measuring instruments. AB Hagens Elektronik (manufacturer, sales agent), Tulevagen 4, Lidingo. WTD 1/67.

When a foot is not a foot

If your printer quoted you a price on 21.5 by 27.9 centimeter letterheads you would think he was in the wrong country.

You probably would pass up the service station where pumps measured gasoline by the liter.

The advertisers in these pages—except those from the U.K. and the British Commonwealth countries—are just as partial to the metric system as you are to inches and gallons.

So when you answer one of them, quote in metric measurements.

Ask the Department of Commerce Field Office.

394 Toys, amusement, sporting, athletic goods

DOMINICAN REPUBLIC—Toys, games, dolls, etc. Requests replies in Spanish. Emilio Rodriguez (commission agent), Calle Pina No. 54, Santo Domingo. WTD 1/67.

399 Manufacturing industries

NORWAY—Coin-operated amusement machines, bowling, billiard, juke boxes. Thore Stene (manufacturers' representative), 204 Strandgaten, Bergen. WTD 1/67.

509 Miscellaneous wholesalers

ITALY—Natural rubber. G. Francescato & Co. (distributor), Viale Gran Sasso 17, Milan. WTD 8/6/66.

Leads for Importers

Commodities are offered direct unless specified

362 Electrical industrial apparatus

FRANCE—Small electric motors, related equipment designed for land and marine use, aviation, television, broadcasting, electronics, air conditioning, mines, missiles, other uses including the following types of rotary machines for operation at different voltages, frequencies: flange-type motors, hermetically sealed; reduction-gear motors; hydraulic-pump motors, enclosed type; radar-power converters; 3-frequency motors, 50-60-400 cycles; powerfans and blowers, others. Equipment reportedly meeting current international specifications. Illustrated descriptive brochures available on a loan basis from Trade Opportunities Staff, BDSA-624, Rm. 4203, U.S. Department of Commerce, Washington, D.C. 20003. L.M.B. (Societe Anonyme de Construction Electro-Mecaniques) (manufacturer), Usine de Malemort (B.P. No. 4); 19- Correze. WTD 1/16/67.

471 Freight forwarding

NIGERIA—Packing, warehousing, clearing, forwarding of general merchandise and personal effects to and from Nigeria. Eastern Overseas Agencies (shipping, clearing, forwarding agents), 6 Industry Rd., P.O. Box 660, Port Harcourt. WTD 9/22/66.

478 Miscellaneous services incidental to transportation

NIGERIA—Packing, warehousing, clearing, forwarding of general merchandise and personal effects to and from Nigeria. Eastern Overseas Agencies (shipping, clearing, forwarding agents), 6 Industry Rd., P.O. Box 660, Port Harcourt. WTD 9/22/66.

509 Wholesalers

FRANCE—Old rags (corduroy velvet), related textile waste for use by paper industry. Rassat & Cie (Etablissements) (wholesalers, importers, exporters), 87-Oradour-sur-Vayres, Haute-Vienne. WTD 1/16/67.

Construction Awards

SAUDI ARABIA—The Minister of Agriculture signed an agreement with the Philip Holtzmann Co. (Germany) for the execution of a major irrigation and drainage project in the al-Hasa oasis, located in the Eastern Province. The contract figure is reported to total SR 208 million (about $46 million); work is expected to extend over five years.

Under the agreement the German company will construct a drainage network to carry waste irrigation water to a desert depression 25-30 km. away from the oasis, build a complete irrigation network in the oasis, develop water storage and control systems, reclaim approximately 100,000 acres of agricultural land, and assist in the introduction of modern farming methods. The project is expected to increase annual output in the oasis from SR 200 per donum to SR 561 per donum, and to add SR 72 million ($16 million) to the Saudi GNP.

Visiting Buyers and Officials

Scheduled arrival dates and U.S. addresses indicated

BRAZIL—Eduardo Campos Salles, Campos Salles S.A. Industria e Comercio, Rua Comandante Salgado 78 (Caixa Postal 2979), Sao Paulo, **interested in distributorships for Brazil from U. S. manufacturers of equipment for commercial and industrial refrigeration and small electronic computers,** and requesting technical information. Jan. 26 via New York for 30 days. c/o 431 Tatehapa Blvd., Faribault, Minn. Itinerary: New York, Detroit, Chicago, St. Paul and Faribault, Minn. WTD 10/14/65.

CHILE—German Del Fierro M., Bucarest 17, Depto. 92, Santiago, **interested in buying metalworking machinery and in visiting metalworking industries,** and requesting technical information. Jan. 22 via Los Angeles for 90 days. c/o German del Fierro Jr., Beall Pipe & Tank Co., 12005 Burgard St., Portland, Ore. 97203. Itinerary: Los Angeles, Portland, New York, others to be arranged as necessary. WTD in preparation.

GREECE—George Gregoriades, representing G. Gregoriades Bros. S.A., 19 Dodekanisou St., Thessaloniki, **interested in agricultural implements.** Jan. 28 via New York for two weeks. c/o New Holland Machine Co., New Holland. Pa. Itinerary: New York, New Holland and Philadelphia, Pa., Little Rock, Ark. WTD under revision.

NETHERLANDS—M. van den Heuvel, General Manager, and H. R. A. Fentross, Sales Manager, N. V. Gebr. Goedhart, Koel- en Luchttechnische Apparaten, 14 Spangensekade, Rotterdam 7, **interested in direct purchase and agencies for air conditioning, refrigeration and industrial heat exchange equipment,** and requesting technical information on the application of refrigeration equipment in the chemical industry. Jan. 30 via Detroit for three weeks. c/o Holiday Inn, Detroit, Mich. Itinerary: Detroit, Chicago, Sidney, Ohio, Tecumseh, Mich., Lancaster, Pa., New York. WTD 7/25/66.

Canary Islands industrial development study offers prizes

The Mayor of Grand Canary and the Official Assoc. of Industrial Engineers have organized a contest which will grant 1,000,000 Pesetas ($16,650) to the best technical and economic study for the industrial development of Grand Canary, part of the Canary Islands. There also will be a second prize of 100,000 Pesetas ($1,665) and a third prize of 50,000 Pesetas ($832).

For conditions and other details pertaining to this contest, **write:** Colegio Oficial de Ingenieros Industriales de Madrid,
Delegacion de Las Palmas,
Paseo de Tomas Morales, 32 2°,
Las Palmas, Gran Canaria.

Dutch allow importation of some cuts of U.S. beef

The Netherlands has relaxed its import restrictions to allow the importation of bone-in and bone-out cuts of U.S. beef weighing more than three kilograms. This regulation affects such beef parts as standing ribs, short loins, and sirloins.

Heretofore, whole beef loins were the only exception to the requirement that imports of beef could be in cuts no smaller than quarters.

New Trade Lists

The Bureau of International Commerce has published the following new trade lists of which mimeographed copies may be obtained by firms domiciled in the United States from BIC-916, U.S. Department of Commerce, Washington, D.C. 20230, and from Department of Commerce Field Offices. The price is $1 a list for each country. All are dated January.

Chemical—Importers and Dealers—Malaysia.
Dry Goods and Clothing—Importers and Dealers—Spain.
Glass and Glassware—Importers, Dealers and Manufacturers; Chinaware and Household Pottery Products—Importers and Dealers—Australia.
Musical Instruments—Importers and Dealers—Italy.
Oils (Animal, Fish and Vegetable)—Importers, Dealers, Producers, Refiners and Exporters—Finland.
Oils (Animal, Fish and Vegetable)—Importers, Dealers, Producers, Refiners and Exporters—Lebanon.
Printers, Lithographers, Engravers and Publishers—Argentina.

Future Construction

For maximum assistance to those interested in overseas construction projects, U.S. Foreign Service officers report them as soon as possible, often in early planning stages. Some may not reach completion as originally proposed. In such cases additional information is published as it is obtained.

GREECE—The School Buildings Organization (OSK), a quasi-governmental agency supervised by the Ministry of Education, is planning to issue international tenders for the construction and erection of **prefabricated school buildings** valued at about 500 million drachmas (roughly $17.6 million). The specifications will provide for two and three-story school buildings with walls of adequately insulated concrete slabs and skeletons of steel or concrete. The buildings will be erected in groups of several, including a grammar school, high school for boys, high school for girls, kindergarten. Forty such groups will be erected in the Athens-Piraeus area and ten to twelve in Thessaloniki. Reportedly the Government believes that because of heavy transportation costs, importation of the buildings would be impractical and thus, the contractor would rather produce them in Greece by establishing a plant or plants on the spot.

Firms interested in communicating with the issuing agency should write to Theodoros Papandelis, President, School Buildings Organization (OSK), 14 Feidiou St., Athens. For follow-up reasons it is advisable that the Embassy receives copies of letters to OSK.

UGANDA—U. S. suppliers may be interested in learning that the Kampala and District Water Board's (P.O. Box 173, Kampala) Annual Report stated that a firm of British consultants had been engaged to report on the existing supply and **possible extension to the Kampala area water supply.** The consultants reported that a 50% expansion of the existing water supply system is urgently needed to meet the needs of continued population increase in the area. The maximum capacity in the present system is 7.8 million gallons a day. At the present rate of increased consumption, the system will be operating at full capacity before the end of 1968.

The consultants recommended that the system be expanded to a capacity of about 12 million gallons of water a day. To do so, expansion of the treatment works will be necessary, as well as new pumps, booster stations on the pumping mains, provision of a second high level reservoir, and high level mains extension. The work will cost an estimated $900,000.

Finance will be a critical factor in the project. The Water Board has already submitted a request to the Central Government for financial assistance for the water project. The Board is now awaiting a reply. Because the design and installation work will require about two and a half years, it is important that the Water Board start to move ahead with the project before maximum capacity of the existing system is reached.

☆ U. S. GOVERNMENT PRINTING OFFICE: 1967—251-959/30

Calendar *for international traders*

ATLANTA—Feb. 9—In-Office Export Conference, Commerce Field Office. Sponsors: REEC; Commerce Field Office.

BOSTON—Feb. 7-10—Third Annual New England Industrial Trade Show, Suffolk Downs. Sponsor: Herald-Traveler Corp.

CHARLESTON, W. Va.—Feb. 14—REEC Meeting, Charleston Press Club, 10 a.m. Sponsors: Commerce Field Office; REEC.

CHICAGO—Feb. 14—Automotive Exporters' Club, Builders Bldg. Sponsor: Commerce Field Office.

CHICAGO—Feb. 15-16—World Trade Conference, Palmer House. Sponsors: International Trade Club; Chicago Assn. of Commerce & Industry.

CLEVELAND—Feb. 8—"Export Outlook-1967" meeting, National City Bank Bldg., 10:30-12:30 a.m. Sponsors: REEC; Commerce Field Office.

CLEVELAND—Feb. 14—"Latin America," Chamber of Commerce Conference Rm., 10:30-12:30 p.m. Sponsor: REEC; Commerce Field Office.

DALLAS—Feb. 7—In-Office Workshop. Sponsors: REEC; Commerce Field Office.

DALLAS—Feb. 10—Management Training Seminar in Export Trade, University of Dallas. Sponsors: University of Dallas; Chamber of Commerce; REEC; Commerce Field Office.

DOYLESTOWN, Pa.—Feb. 13—Monthly meeting of International Trade Development Assn. of Bucks County, Conti Cross Keys Inn, 5:30 p.m.

JACKSONVILLE—Feb. 14—Export Conference, 2 p.m., Commerce Field Office. Sponsors: Commerce Field Office; U.S. Department of Commerce.

KANSAS CITY—Feb. 9—In-Office Workshop for New Exporters, Federal Office Bldg. Sponsors: REEC; Commerce Field Office.

KANSAS CITY—Feb. 14—Meeting for Exporters, 6 p.m. Sponsors: REEC; International Trade Club; Commerce Field Office.

MEMPHIS—Feb. 9—"In-Office" Export Workshop, Federal Bldg. Sponsors: REEC; Commerce Field Office.

MEMPHIS—Feb. 15—Mid-South Exporters' Roundtable Monthly Meeting, Hotel Claridge.

MIDDLETOWN, Ohio—Feb. 13—Industrial Development Council Meeting, Manchester Motor Inn. Sponsors: Chamber of Commerce; Cincinnati Field Office.

MILWAUKEE—Feb. 9—Businessmen's consultation with **Herbert A. Lindow, Chilean Desk Officer, Office of International Regional Economics,** Commerce Field Office. Sponsor: Commerce Field Office.

MINNEAPOLIS—Feb. 8—Minnesota World Trade Assn. dinner meeting.

MOBILE—Feb. 1-28—Product Exhibit for Alabama Manufacturing Exporters at International Trade Center. Sponsors: Alabama Export Council, Alabama State Docks, Commerce Field Office.

NEW ALBANY, Ind.—Feb. 7—Export Expansion Meeting, Robert E. Lee Inn. Sponsors: Kentuckiana World Commerce Council; Commerce Field Office.

NEW YORK—Feb. 6-8—Planning & Implementing World-Wide Management Information Systems Orientation Seminar, Hotel Pierre. Sponsor: American Management Assn.

NEW YORK—Feb. 7—FCIB Round Table Conference, Ben Franklin Hall, Advertising Club, 1:30 p.m. Sponsor: Foreign Credit Interchange Bureau.

NEW YORK—Feb. 9—Overseas Automotive Club Meeting, Summit Hotel, noon.

NEW YORK—Feb. 14—Luncheon meeting on "Modern Telecommunication, U.S. Business and the Law," Statler Hilton, 11:45 a.m. Sponsor: International Executives Assn.

NEW YORK—Feb. 16—FCIB Drug, Chemical & Food Export Club Meeting, Advertising Club, 12:15 p.m. Sponsor: Foreign Credit Interchange Bureau.

PASSAIC, N.J.—Feb. 23—"Profits in Exports" meeting, Chamber of Commerce; Commerce Field Office, New York.

PHILADELPHIA—Feb. 14—Monthly meeting of Foreign Traders Assn. of Phila., Sheraton Hotel, 6 p.m.

PROVIDENCE—Feb. 21—Dinner meeting on trade exhibits, Providence World Trade Club, The Hummocks Restaurant.

READING, Pa.—Feb. 8—Monthly meeting of Reading Foreign Traders Assn., 6 p.m.

ST. LOUIS—Feb. 7—"Show You" Export Workshop, Auditorium of the Federal Bldg. Sponsors: REEC; Commerce Field Office.

ST. LOUIS—Feb. 14—Businessmen's consultations with U.S. Trade Mission to Libya, Tunisia, Morocco, Commerce Field Office. Sponsors: REEC; World Trade Club; Chamber of Commerce; Commerce Field Office.

SAN DIEGO—Feb. 7—Foreign Trade Seminar on "Introduction to Foreign Trade," 7 p.m. Sponsors: REEC; Chamber's World Trade Committee; San Diego State College.

SAN FRANCISCO—Feb. 8—General Export Seminar, Rm. 13211, New Federal Bldg., 9:30 a.m. Sponsor: Commerce Field Office.

SAN FRANCISCO—Feb. 15—Export Finance & Insurance Seminar, Rm. 13211, New Federal Bldg., 9:30 a.m. Sponsor: Commerce Field Office.

TRENTON—Feb. 3—Monthly meeting of Delaware Valley International Trade Assn. luncheon.

UNITEr S
GOVERNMENT I
DIVISION OF PU
WASHINGTO
—
OFFICIAL

CR - MAY 46129
UNIVERSITY MICROFILMS
SERIALS SECTION
300 NORTH ZEEB RD
ANN ARBOR MICH

POSTAGE AND FEES PAID
U.S. GOVERNMENT PRINTING OFFICE

First-Class Mail

NEW
MARKET SHARE REPORT
✓
SEMIANNUAL
CHECKLIST
BUREAU OF INTERNATIONAL COMMERCE
INTERNATIONAL BUSINESS PUBLICATIONS
U.S. DEPARTMENT OF COMMERCE

3000

publications on marketing information– the latest word from all world markets

Lists and describes the data prepared by U.S. Commercial Officers at 280 U.S. Foreign Service Posts as analyzed and supplemented by specialists in the Department of Commerce.

Free reprints now available.

Publications Division, BIC
U.S. Department of Commerce
Washington, D.C. 20230

Gentlemen:

Please put my name on your mailing list to receive the Checklist of International Business Publications.

Your name______________________________
Street Address____________________________
City, State, Zip Code________________________